

^{Goldsboro}
News-Argus

A tribute to
FAMILY and LOCALLY
OWNED BUSINESSES
of
Wayne County



Since 1959



Security
Relocation
Group, Inc.
is celebrating
its
50th Anniversary
this month.



Cover design: Judy Smith

BRIDAL GALLERY

2806 Cashwell Drive 759-2959

Bridal Gallery, owned and operated by Wayne County native Dana Southerland, is your wedding party's one-stop shop.

For more than 65 years — Mrs. Southerland is the third owner, purchasing the business in 2004 — Bridal Gallery has strived to be the one place in Wayne County brides need to go.

A full service shop, Bridal Gallery can outfit your entire wedding party with wedding gowns, bridesmaid dresses, flowergirl dresses, mother's dresses, shoes, jewelry and undergarments.

Bridal Gallery also sells prom and pageant dresses, recently expanding those into a separate 2,100-square-foot store.

And for the men, Bridal Gallery sells and rents tuxedos.

It also offers alterations, steaming and cleaning services.

This year, Bridal Gallery has added two new exclusive wedding lines — Robin Tillman and Madeline Anne.

But more important, Mrs. Southerland said, is her store's atmosphere and the way she and her employees treat their customers.

"You will have so much fun," she said. "We are very down to earth but can get the job done — no need to be pushy or snobby. I was born and raised here in Wayne County, and want to provide locals with a place to purchase their wedding and formal wear. No need to travel out of town."



From left are Kayla Holmes, Nancy Parker, Leighanna Grady, Michelle Sasser and Dana Southerland.

BIG E'AZE DISCOUNT FURNITURE

216-A N. Berkeley Blvd. 778-2365

For more than a year, Keith and Bobbie Johnson, owners of Big Eaze Discount Furniture, have been treating people the way they want to be treated.

"That's how we've made it a year," they said.

The Johnsons started their furniture store, located on Berkeley Boulevard beside Carolina Mini Storage and across the street from Kmart and T-Mobile, after coming to Goldsboro after the deaths of their parents.

Keith and Bobbie chose Goldsboro because their oldest daughter and husband were stationed at Seymour Johnson Air Force Base. They also have had a grandson born here, and this year their youngest daughter graduated from an area high school.

Keith Johnson's father was in the furniture business in High Point for 35 years.

"Furniture is what I know best," Keith said. "And it

has been a great decision for myself and our family."

Today, the store sells new and used furniture, coffee and end tables, bedroom suites, living room suites, dining room suites, lamps, rugs, new mattress sets and bedding, and has access to more than 100 suppliers.

"If you find an item you want, come see us, we guarantee you we can save you money," Keith said. "We can have your furniture custom made to your satisfaction."

And, Keith said, it's that kind of personal touch that sets Big Eaze apart.

"We will treat you in a professional manner, but we focus on customers and friendly service. When you come to our store, you will be treated by a friendly staffer, myself, my wife Bobbie, or one of our daughters."



From left are Aden and Bobbie Jo Parnell, Keith and Bobbie Johnson and Sharon Griggs.

ALAN SUTTON JEWELRY

1803 C Wayne Memorial Drive 734-1114

Alan Sutton Jewelry began in 2001 when Alan purchased the business from the owner of Sasser Jewelry. Alan gained valuable experience in the jewelry business running the store for the owner of Sasser Jewelry since 1997.

Alan Sutton Jewelry is a family-owned Christian retail jeweler that specializes in a full line of quality fine jewelry at very affordable prices.

Both Alan and his wife, Jeannie, pride themselves on giving their customers what they're paying for with a smile and helping them make educated decisions on jewelry purchases.

From diamond solitaires, both certified and uncertified and engagement sets, to gold chains, bracelets, earrings and pendants, Alan Sutton Jewelry has merchandise to suit any taste.

Alan Sutton Jewelry also

carries sterling silver jewelry, beaded jewelry and watches by Pulsar, Citizen and Belair.

From a \$15 sterling silver bracelet to a \$10,000 diamond ring, Alan Sutton Jewelry strives to keep an inventory to fit any budget because Jeannie and Alan believe everyone deserves something special.

The Suttons believe you can always find something a little different and special because they are always looking to bring the latest trends home to their customers in Goldsboro.

Alan and Jeannie grew up in Goldsboro and say it's their friends and family who have helped make Alan Sutton Jewelry a success. They want their business to have a hometown feel that allows everyone to come into the store to find that special piece for a special occasion.

Service is a hallmark at Alan Sutton Jewelry from jewelry



Jeannie and Alan Sutton, owners of Alan Sutton Jewelry, show some of the store's many lines of fine jewelry. Alan Sutton Jewelry carries a wide selection of diamonds, engagement sets, chains, bracelets, earrings and pendants.

and stone selection education area jewelry stores that can jewelry repairs himself. to full service jewelry repair handle any needed repairs Alan Sutton Jewelry is one of only a few where Alan does the wrapping. Alan Sutton Jewelry also offers engraving services and free gift wrapping.

SECURITY RELOCATION GROUP, INC.

106 U.S. 117 Bypass South 800-521-1993

Wendell Thornton established Security Relocation Group Inc. with the help of a first cousin in June of 1959. Today Wendell, Linda, Wes and Gina Thornton operate the business.

Security Relocation Group Inc. assists customers in the relocation, storage and delivery of personal belongings and packing materials. Security Relocation Group Inc. also offers record storage and trailer rental.

The family-owned business prides itself that its employee team is like a family and has unmatched longevity in Eastern North Carolina. The diversity of services offered by Security Relocation Group Inc. sets them apart from other companies.

Customers can rest assured of the quality of service they will receive when doing business with Security Relocation Group Inc. and need only look as far as the recommendation letters from recent clients available for review in the business's lobby.

Customer Deborah Lindsey wrote about the services she received from Security Relocation Group, stating, "Both our moving coach and our van line team were professional, hard working, polite and conscientious about their responsibility. This was our first experience with your service and we had heard many horror stories about other moves that made us very concerned, however (the company's) attention to detail and positive customer

commitment made the very best moving experience anyone could have."

Security Relocation Group Inc. customers are loyal to the company and the company is involved in the local community. The company has assisted in events including the Girl Scouts of Coastal Carolina "Cookie for your Courage" campaign by helping the scouts deliver cookies to the troops by offering customers the opportunity to support the military with gifts of cookies. Participants collected, stored and delivered to the USO in Jacksonville.

As the company remains steadfast, loyal and dedicated to its employees and the community, Security Relocation Group Inc. hopes to continue to grow and diversify the services it offers the Wayne County area.

Security Relocation Group has received the Milton M. Hill Award from Atlas Van Lines for quality. The honor was presented at Atlas Van Lines' 61st annual convention.

Atlas serves markets for global relocation, benefits, recruiting, logistics and travel, through a network of more than 500 Atlas agents in the United States and Canada and service partners operating in 140 countries around the world. Security Relocation Group has been with Atlas Van Lines for a number of years.

The company is also celebrating its 50th anniversary this month.



Top: Glen Dunkerson, left, CEO and Chairman of Atlas Van Lines, Wes Thorton, center, executive vice president of Securities Relocation, and Greg Hoover, right, president and COO of Atlas World Group, pose for a picture after receiving the Milton M. Hill Award for quality. Center: The Atlas Van Lines building, a part of the Securities Relocation Group of companies. Left: American Warehousing, a part of the companies as well.

BARNES JEWELERS

502-B Eastgate Drive
778-2765

Barnes Jewelers is a second generation family-owned jewelry store that was founded over a quarter century ago by Doyce Barnes.

"When only the finest will do" has been Barnes Jewelers' motto since the very beginning.

They take pride in offering their clientele quality jewelry that focuses on individuality and fine detail.

Barnes Jewelers uses the latest technologies to create one-of-a-kind masterpieces that resemble works of art rather than jewelry. Computer Aided Design (CAD) is one of the tools that makes all this possible. Barnes' four in-house custom jewelers are efficient in 3-D Matrix CAD/CAM, 2-D Digital Goldsmith and Laser Welding.

Most everyone has jewelry that is just lying around in the jewelry box not being worn. Maybe it's out of style, broken, doesn't fit or just plain ugly. The custom jewelers are able to use the diamonds and gemstones along with the metal to create a unique design that will showcase your true personality.

Barnes Jewelers travels internationally to find the most beautiful jewelry the world has to offer. Twice a year, Stephen and Doyce Barnes travel to Antwerp, Belgium — the diamond capital of the world — to hand-select the finest quality diamonds in the market. Buying directly from DeBeers sightholders eliminates all the middle men and enables Barnes Jewelers to



Shown at Barnes Jewelers are, from left, in front: Stephen Barnes, Crystal Case, Sherll and Doyce Barnes, and DeAnn Lear; back row: John Witt, Sue Kearney, Scott Smith, Amanda Houston and Glenn Coltrane.

offer diamonds at a significant value.

Barnes Jewelers carries many designer lines including Majestic Art Collection by John Bekarian, Mark Schnieder, John Alston Designs, Galatea, Dangler "The Marriage Symbol," Kate McCullar, and Hot Diamonds just to name a few. As authorized dealers for Seiko, Pulsar and Christian Geneve, they carry an extensive line of watches and clocks.

Although they are not authorized dealers for high end watches like Rolex, Tag Heur, Omega and Breitling, Barnes does carry several pre-owned models that are in "like-new" condition at a considerable savings.

As members of Independent Jewelers Organization and as alumni of Gemological Institute of America, Barnes Jewelers exem-

plifies the professionalism it takes to stand out in the jewelry industry. The staff consists of Stephen Barnes, master graduate gemologist (IJO/GIA) and graduate gemologist (GIA), Glenn Coltrane, graduate gemologist (GIA), Scott Smith, accredited jewelry professional (GIA), John Witt, master jeweler (JA), Crystal Case, Sherll Barnes, Sue Kearney, DeAnn Lear and Amanda Houston.

Barnes Jewelers is beside the Berkeley Mall in Goldsboro at 502-B Eastgate Drive.

They can also be reached by phone at 778-2765 Monday through Friday from 9:30 a.m. until 6 p.m. and on Saturdays from 9:30 a.m. until 5 p.m.

The Barnes Jewelers web address is www.barnesjewelers.com.



BUILDERS DISCOUNT CENTER

U.S. 70 West 731-7877

Builders Discount Center, located just off the U.S. 70 Bypass across from Deacon Jones Nissan, was established in Goldsboro in August of 1999 and is one of 11 locations of the parent company that started in Wendell 21 years ago.

Other stores are located in Burlington, Lumberton, Henderson, Rocky Mount, Wallace, Wendell, Williamston, Elizabeth City, New Bern and Danville, Va. Owners of Builders Discount are Donna Perry Mercer, Glenn Perry and Wanda Perry Ohm, Stacy Ohm and John Mercer. Wanda, Donna and Glenn are Wayne County natives.

Builders Discount offers a full line of first-quality retail building supplies, specializing in packages: garage/workshops, decks, storage buildings and vinyl siding. It also carries some seconds for the "do-it-yourselfer" to save even more money. The BDC garage/workshop packages are available in a variety of sizes and price ranges. Each package has everything you need to build it, including the blueprint, lumber, one garage door, six panel metal door, windows, shingles and nails. Also, BDC



Now
celebrating
their 10th
Anniversary

Do-it-yourselfers can find more than just the materials they need for their home improvement or building projects at Builders Discount Center. The staff, from left, Joe Venable, gate man, John Mercer, owner, Donna Mercer, owner, Adam Cole, Assistant Manager, Neal McCord, sales, Jimmy Goodwin, sales, Wayne Moore, sales, Eugene Jones, manager. Not pictured are Chris Waters, sales, Danyel Cook, counter and Billy Robbins, gate man.

will deliver the pre-build trusses for the package to the buyer's work site.

BDC offers a variety of sizes and price ranges for storage buildings to fit any need and any wallet.

BDC also carries pre-built storage buildings and gazebos that can be delivered right to your home. Customers can come by and see the displays in the yard. BDC also stock carry-on-utility trailers for all your hauling needs.

The packages includes the blueprint,

lumber, nails, doors and shingles.

Deck packages are also available for the discerning customer who is in the market for an addition to his home.

BDC stocks a full line of lifetime-warranty treated lumber. A unique feature about the Discount Center is that it offers drive-through service. "You pull right into the building to the material you want, we load you; and you pay on the way out which makes the shopping experience FASTER!"

BDC's motto consists of advice to

customers, "Anywhere else you're gonna get nailed!" For more information on the complete line of building materials and prices offered by Builders Discount Center in Goldsboro, visit the BDC location from 7:30 a.m. to 5:30 p.m. Monday through Friday and on Saturday from 7:30 a.m. to 1 p.m.

Check the Web site: buildersdiscount.net or call manager Eugene Jones or assistant manager Adam Cole, for information on products and services at 731-7877.

THE CAIN GALLERY

117 N. James St.

735-6510

Don't forget to check out The Cain Gallery Web site at www.caingallery.com to view samples of the variety of portraiture captured.



"Following my passion and dream" is how David Cain, owner of The Cain Gallery portrait studio, describes what he does for a living. "God gave me the passion and vision, and I pass that on to the individuals and families I become friends with in their portraiture we create. What a blessing it is to truly love what you do," he said.

The Cain Gallery originated while Cain was in the Navy and did some modeling portraits for a friend. "She convinced me I could use my talent beyond the Navy and to pursue my dream of owning a portrait studio. She even came up with the Cain Gallery for the name."

Upon relocating to Goldsboro in 1994, Cain first started doing portraits out of a small bedroom in his home. In 1998, his son Brandon was born three and-one-half months premature at 26 weeks, weighing less than two pounds. "It was then that I was driven to go full time with the business so that I would have more availability for my son," Cain said.

Since then, The Cain Gallery has expanded and outgrown

three different locations, each time offering more custom props and backgrounds and more knowledge and skill to the consumer. In 2006, Cain was able to visualize and custom design his 2,000-square-foot storefront portrait studio in historic downtown Goldsboro in what is known as the old Viking Building on James Street. The studio abounds with the history of the building and offers a spiral staircase and fireplace for those special portraits of the senior, bride and families. One of a kind, custom painted backdrops and truly unique scenes at Christmas time and throughout the year portray the quality and value The Cain Gallery offers in all their portraiture.

Specializing in personalized children and family portraiture, and wedding photography, the Cain Gallery has also become known for its fundraising portrait programs, giving thousands back to different organizations throughout the year. In the studio, at the beach, or at a location you desire, Cain offers the flexibility, creativity and quality you come to expect, along with the friendliness, professionalism and control you deserve.

CAROLINA OVERHEAD DOORS

2305 U.S. 70 West

751-1645

Carolina Overhead Doors has been serving Wayne County for more than 25 years as the leading supplier of garage doors, dock equipment and gated security systems.

Commercial and residential garage door installations go beyond security and durability by ensuring that quality workmanship and appearance are the standards provided on every installed door.

This locally owned and operated company was started in 1982 by George, Joan and Jeff Wolfe. They believe that customer satisfaction is their primary responsibility. In-depth product knowledge and reliability have established and maintained their excellent reputation with their customers over the years.

Carolina Overhead doors specializes in sales, service and repair of all brands of residential

and commercial doors and operators. Other services include truck door maintenance and replacement, broken springs, strip doors, pit levelers and related equipment repairs.

Contractors, businesses, industry and homeowners can find a wide range of products to satisfy their needs for any opening or application.

Carolina Overhead Doors now offers carpet, hardwood and vinyl floor coverings along with vinyl replacement windows.

Visit their new location at 2305 U.S. 70 West between Goldsboro and Rosewood.

Their friendly and expert staff will be delighted to introduce you to new products and services.

For a new door or if your current door needs service or repair, call Carolina Overhead Doors.



Shown at Carolina Overhead Doors are, from left front, Pete Howes, Craig Smith and the office Sheltie, Colby. From left back are Jeff Wolfe, Connie Humble, Yaniel Martinez, Kevin Turnage, George and Joan Wolfe.

Visit the California Granite showroom to view a variety of granite slabs levels 1 through 5.

Store hours are Monday through Friday 10 a.m. to 7 p.m., Saturday 10 a.m. to 6 p.m. and Sunday by appointment only.

Visit the store online by logging on to www.californiagraniteandflooring.com



CALIFORNIA GRANITE

2385 U.S. 70 West 731-3070

California Granite was established in North Carolina three years ago after growing the initial business in California about a decade ago beginning with granite work and later incorporating flooring into the business.

At their store in Goldsboro owners Amado Callejas and Carlos Arizmendi, with the help of company officer Luis Callejas, sell all types of flooring including carpet, hardwood, tile and other types as well as granite and marble for kitchen countertops, bathroom vanities fireplaces and much more.

The owners of California Granite make purchasing products from their store a one-on-one process from start to finish. Providing better communication guarantees the owners of California Granite to provide a better finished product than competitors.

No subcontractors are used during the cutting or installation process of any good purchased at California Granite so seams in countertops are professional and polished and cutting and installation are accurate.

A long list of satisfied customers keeps the owners of California Granite busy and is helping the company look to expand with upgraded machinery and possible additional area locations in future years.

BUDDY'S JEWELRY
903 N. Breazeale Ave., Mount Olive

"Just Because I Love You."
That simple motto and top quality merchandise and service at reasonable prices are what have kept Buddy's Jewelry as a first stop for anyone looking for a special gift for a special someone for more than 50 years.
Ira "Buddy" Turner founded the store in 1945. Today, his son, Thomas M. Turner, continues his father's tradition of putting his customers first and offering top quality diamonds, gold, sterling silver and pearls in a variety of settings and styles.
The store also specializes in Pandora jewelry, gold necklaces and bracelets and offers such stylish options as black and white diamond jewelry and all sorts of watches, including Fossil, Seiko and Pulsar.
Customers also can choose from the latest styles from Elle, Gabriel and The Bride's Pendant.
Looking for a special gift for a child in your life?

Buddy's carries a wide array of special items made just for young people of all ages.
Getting married? Make Buddy's your first stop. The store offers not only a wide variety of engagement and wedding rings in all price ranges, but knowledgeable sales staff who can help you pick out just the right look for your wedding day.
Customers also can entrust their family heirlooms and other items to Buddy's Jewelry, which offers jewelry repair services using a state-of-the-art laser welder. Customers can expect their precious item to be handled with respect and care.
A trip to Buddy's Jewelry is like visiting a trusted neighbor. The store prides itself on professionalism, hospitality and enthusiasm. You might come in as a customer, but you will leave as a member of the family.
Stop by and let Buddy's staff help you find not just a gift, but a family heirloom that will be treasured for generations, all at a price that is perfect for any budget.



Buddy's has three locations to serve you: 409 Spence Ave. in Goldsboro (778-8600), 903 N. Breazeale Ave. in Mount Olive (919-658-3258) and 1307 W. Cumberland Ave. in Dunn (892-1827).

Looking for a place to get plants for your garden, and tips to help you do your yardwork right? Casey Garden Center offers selection, quality plants and first-rate customer service.



CASEY GARDEN CENTER
2360 Highway 70 West 734-2371

Quality, customer service and selection have been top priority at Casey Garden Center since Daniel Casey opened for business at 2360 Highway 70 West in Goldsboro in 1992.
It was a tradition begun in 1927 at Goldsboro Nursery by his grandfather, Luby R. Casey, and continued from 1952 through 1987 by his father, Martin W. Casey.
And that attention to detail and commitment to providing the very best in garden products for their customers has been what has kept the Casey family's nurseries at the top of gardeners' lists for generations.
Casey Garden Center sells trees, shrubs, annuals and perennials as well as other garden supplies such as fertilizers, mulches, brick chip and lava rock.
But coming to Casey Garden Center is more than just a chance to fill that list for the garden. The center staff, which

includes Casey and manager Kim Kendall, is ready to help you create your perfect garden spot, offering advice on not only what to pick for your soil type and for sun and shade, but tips for keeping your investment thriving.
And that knowledge comes from experience.
Casey Garden Center grows a lot of its own geraniums, mums and pansies as well as other garden beauties. In addition, careful attention to the health and hardiness of the stock on hand gives customers the confidence they need to trust that plants and other garden products that come from Casey Garden Center are healthy and thriving.
If they do not have the exact plant or material their customers need, Casey Garden Center's staff will find it.
Daniel Casey and his staff treasure the trust they have earned from their customers and strive every day to provide the very best products at the very best prices.

CHIROPRACTIC ADVANTAGE
1006 Corporate Drive 759-9177

Patients who come to Chiropractic Advantage get more than just a chiropractic treatment when they meet Dr. Matthew Wilding and Dr. Kara Paat.
The two doctors have dedicated their careers to helping their patients achieve their health care goals through not only manual adjustments and muscle work, but attention to details like nutritional counseling and information related specifically to health conditions they might be facing — all designed to create a map to optimal health care.
The office opened its doors in 2003, and since that time, Dr. Wilding and Dr. Paat have offered their time across the community, speaking to groups about health-related issues and have discussed everything from diabetes, cancer and cholesterol to hypertension, weight and fibromyalgia.
The practice does not just focus on adults, either.
Chiropractic Advantage can help parents set a proper health course for their children from birth on up.

From the moment a patient walks through the doors at Chiropractic Advantage, Dr. Wilding and Dr. Paat prepare an individualized course of treatment and use their expertise in nutritional counseling to create a plan that not only treats the patient's ailment, but sets him or her on the way to feeling better.
To make sure they give each patient the care he or she deserves, Chiropractic Advantage does not hesitate to seek the counsel of other health practitioners to find the best course of treatment for each patient.
The practice also offers pharmaceutical grade nutrition for patients to purchase right in the office — along with expertise to know what to buy and how much to start their climb to optimal health.
For many of those who come to Dr. Wilding and Dr. Paat, Chiropractic Advantage is a final stop on a long journey of seeking relief for their medical concerns.



From left are Melissa Sasser, Kelly Coley, Dr. Kara Paat, Dr. Mathew Wilding and Tracy Kelly

CRAWFORD-HENDERSON INSURANCE
202 N. Spence Ave., Goldsboro 778-9400

For more than 100 years, eastern North Carolina residents have entrusted their insurance needs to Crawford-Henderson Inc.
The company was established in 1892.
John R. Crawford first opened his company in the back room of the old Goldsboro Book Store on South Center Street. Since then, Crawford-Henderson has moved several times and is now in its fifth location on North Spence Avenue.
The company specializes in property and liability insurance, life and health insurance and group life and health insurance. Crawford-Henderson also handles insurance for long-term care, disability, annuities and Medicare supplements.
"We focus on insurance only," current owner John L. Henderson said.
It has been the company's reputation for high-quality service that has kept clients coming back to entrust Crawford-Henderson with their insurance needs.
And part of that trust comes from knowing that Crawford

Henderson's staff strives to remain at the top of their field. All employees are licensed. They also attend different schools annually to update their knowledge on insurance products as well as how to better serve the community.
Because of that expertise and commitment, they move past the normal insurance offerings and try to give their clients more.
"We emphasize risk reduction, not just insurance for our clients," Henderson said. "We offer a total benefits package."
Crawford-Henderson Inc. is a client-oriented business with "a lot of experience in all areas of property and liability insurance."
Their clients make their business a successful one, and Henderson said he wouldn't have his business anywhere else. He calls Goldsboro home.
"I was born here and investigated several other areas to live and work," he said. "The people here and the opportunity for community service was my overwhelming preference."

John Henderson president of Crawford-Henderson Insurance, is continuing a more than 100-year-old tradition of providing quality insurance services.



DEACON JONES FAMILY OF DEALERSHIPS

Goldsboro, Smithfield and Princeton

www.speakindeacon.com

Deacon Jones Dealerships are locally owned and operated by the Deacon Jones family. Bobby Kenneth "Deacon" Jones opened his first used car lot in Princeton in 1974, and the dealership group has grown to include eight locations in Eastern North Carolina. Deacon Jones Dealerships strive for each and every customer to be completely satisfied with their buying experience.

It was during his high school years that the nickname "Deacon" was born. The high school kids, in fun, called him "Deacon" because his father was a minister, and the name has been with him ever since. In 1970, Deacon's father co-signed with him, and he borrowed \$5,000 to begin his first business venture as Princeton Auto Sales, selling used cars. In 1978, Deacon Jones Buick Pontiac was established and began operation. He opened a new facility at 1115 Bright Leaf Blvd. in 1985. At that time, he added the Chrysler, Plymouth and Dodge franchise. In the following years, the GMC and Cadillac franchises joined Buick, Pontiac, Chrysler, Plymouth and Dodge. The Smithfield location is now Deacon Jones Auto Park, and has more than 1,000 new and pre-owned vehicles.

Deacon Jones and his dealerships have earned many awards over the years, includ-

OUR PROMISE: To deliver outstanding sales and service through knowledgeable individuals who are professional and friendly.

ing Buick Best in Class, Silver Dealer Award and Platinum Dealer status. Mr. Jones awards and recognitions include the Living Legends Award, the Distinguished Citizens Award, the Order of the Long Leaf Pine by Gov. Hunt, Honorary Citizen of Cleveland, Tenn., and the Golden Key Award.

Over the years, Mr. Jones purchased several other dealerships. In addition to the Auto Park, Mr. Jones is the owner of Deacon Jones Clearance Center in Princeton; Deacon Jones Ford, Lincoln, Mercury; Deacon Jones Nissan and Deacon Jones Kia in Goldsboro. He also owns Smithfield Chevrolet Jeep in Smithfield and Deacon Jones Preowned Super Stores in Kinston and Fayetteville.

Deacon Jones is the 2009 recipient of the North Carolina Automobile Dealers Association Lifetime Achievement Award. The award recognizes dealers who have displayed a lifelong commitment to the



Deacon Jones Ford Lincoln Mercury offers customers quality products and a knowledgeable sales staff.

automobile industry. It is presented to those who embody the true spirit of spirit of successful entrepreneurs, civic leaders and industry stalwarts.

Deacon Jones and his wife, Faye, are the

parents of Bobby Kenneth Jones II, Anthony Dale Jones and Tina Jones Winborne — all of whom are managers within the organization. The couple also has been blessed with seven grandchildren.

Deacon Jones Ford Lincoln Mercury

Deacon Jones purchased the Lincoln-Mercury franchise when it was located in downtown Goldsboro at 115 E. Ash St. The business was relocated to an all-new building at 1014 11th St. in 1997.

On Oct. 1, 2003, Deacon Jones purchased the Ford franchise and added it to

the Lincoln-Mercury franchise.

Since Oct. 1, 2003, 4,000 square feet have been added to the showroom to accommodate the Ford franchise.

The dealership has also extended its parts and service hours to Monday through Saturday from 7 a.m. to 9 p.m.

1014 11th St., Goldsboro

736-3387

They also offer free loaner cars and shuttle services.

In addition to a large volume of new vehicles, Deacon Jones Ford-Lincoln-Mercury has a wide selection of domestic and foreign used vehicles.

Owners of Deacon Jones Ford-Lincoln-

Mercury are Deacon Jones, Ken Jones, Dale Jones and Tina Winborne. Scott Johnson is the general manager.

Deacon Jones' mission is complete customer satisfaction — whatever it takes.

"We treat our customers the way we would like to be treated."

Deacon Jones Kia 2077 U.S. 70 West 581-0345

The Kia franchise was added to Deacon Jones Lincoln-Mercury in 1998 at 1014 11th St. in Goldsboro.

The Jones family moved the Kia franchise to a separate store in January 2004. The Kia location is 2077 U.S. 70 West just outside the Goldsboro city limits.

The Deacon Jones Kia dealership is now the No. 1 Kia dealer in Eastern North Carolina under the management of Anthony Floars. The Kia site offers an indoor showroom for new vehicles. In addition to new Kia vehicles, Deacon Jones Kia has a good selection of pre-owned cars, trucks, vans and SUVs.

Deacon Jones Kia has parts and service departments servicing Kia vehicles as well as domestics.

At Deacon Jones Kia, shuttle service is available to service customers within a 15-mile radius of their store.

Kia is one of the hottest-growing

brands in America, with an industry-leading 10-year, 100,000 mile limited powertrain warranty.

Kia also carries a five-year, 60,000-mile limited bumper-to-bumper warranty and a five-year, 100,000-mile anti-perforation warranty. All new Kia owners get five years unlimited roadside assistance.

Deacon Jones Kia is part of the largest group of family-owned dealerships in Eastern North Carolina. At Deacon Jones Kia, "We treat people the way we would like to be treated."



Deacon Jones Nissan 1220 W. Grantham St. 734-2411

Deacon Jones Nissan has a full line of Nissan products including the hot-selling Altima, the luxurious sports sedan Maxima, the full-sized Titan pickup and the all new Nissan Cube.

With the help of a phenomenal staff and the management of Jason Fennell, Deacon Jones Nissan has consistently been at the top in the state in customer satisfaction and sales.

He and the entire Deacon Jones staff are fully committed to providing their customers with a purchase and ownership experience that is second to none. They strive every day to improve the services they provide.

Deacon Jones Nissan's primary goal is to ensure complete customer satisfaction. When you join their family through the purchase or service of a vehicle, you realize how



special the process is. Their staff will go above and beyond the normal customer service, including express delivery of your new vehicle to your home or office and picking up your vehicle at your place of work to bring in for service. The store hours are Sales Monday-Friday 9-8 p.m. and Saturday 9-6 p.m. Service hours are Monday-Friday 7:30 a.m.-5:30 p.m. and Saturday 8 a.m.-2 p.m.

DAN WISE CHEVROLET

U.S. 70 East, LaGrange 736-3503

Dan Wise Chevrolet opened its doors in 1980.

"It's kind of hard to believe we're in our 29th year in business — as fast as things are changing today. Dealerships don't stay under one ownership for such a long period of time," Dan Wise said.

Dan Wise Chevrolet is a franchised store that offers new and used Chevys, along with GM certified used vehicles, which Wise says virtually guarantees product satisfaction for the owner.

"These certified used vehicles bring peace of mind not only to the owner but

also to us, the dealer," Wise said. "We now have GM backing the warranty on these vehicles along with the dealer, and this gives us tremendous areas of support to guarantee our product to our customers."

It should also be noted that Chevrolet recently announced a 100,000-mile warranty on all of its new vehicles, which further endorses the value of the Chevrolet products.

Wise attributes the main reasons for the success of his business to the loyalty of the customers, along with the consistent attitude of his employees. The company



Dan Wise, owner of Dan Wise Chevrolet, is proud to be a part of the "New GM."

motto is "You're more than a customer — you're a part of the family."

As a member of the Dan Wise Chevrolet family, it means that you get the best deal, great selection and the superior

quality service you deserve.

For those who want to get a sneak peek at what is available, the dealership operates its own Web site — www.danwisechev.com.

Susan, Graham and David Price of East Coast Service Center can help you with all your vehicle maintenance needs.



EAST COAST SERVICE CENTER

608 Indian Springs Road, Mount Olive 658-9445

David and Susan Price opened East Coast Service Center in 2001 with the support of David's driving and mechanic experience and schooling as its backbone. At East Coast Service Center it's a family affair. With son, Graham Price, a graduate of Nashville Auto Diesel College, helping his dad, the Price Family business can service all your mechanical needs.

From routine maintenance like oil changes and state inspections with four certified inspectors on site, to brakes, a/c service, tune ups, ignitions, motor replacements, transmission repair, radiators, new and used tires and much more the team at East Coast Service Center can help. Daughter Heather stops in when she's not busy with classes at Sampson Community College.

There is an exhaust specialist on staff capable of assessing and resolving your vehicle's emission problems.

High tech lift equipment allows employees to evaluate your car from the best angles possible and warranty work gives you peace of mind the job has been done right.

The Prices pride themselves on taking the time to get the best part at the best price for their customers, because with David growing up in Mount Olive and Susan in Grantham, they aren't just serving a customer, their business serves neighbors and friends. It's the community and their family that has allowed the Prices to meet Mount Olive's vehicle repair and maintenance needs.

ELITE FASHIONS, INC.

131 W. Walnut St. 734-6361

If you are looking for an outfit for that special occasion or a new piece to add to your wardrobe, don't despair — just head downtown or order online at www.elitefashionsinc.com

The staff at Elite Fashions has been helping make Wayne County customers beautiful for decades.

The Elite Fashions ladies apparel shop opened Jan. 1, 1964, and moved to its current location, 131 W. Walnut, in November 1979. Mary Barber maintains the operation of the Web store, which opened in January 2006, and has become an integral part of the store's success.

Elite Fashions has always provided excellent customer service and quality clothing from jeans to dressy clothes, said company president Evelyn Johnson. Some of the brands are 600 West, Ingenuity washable jackets, skirts and slacks, a la carte, French Dressing, Berek and Design Options novelty sweaters, Tribal sportswear, Ming

Wang washable knits and Koret. The store also has Mam earrings, clip-on and pierced.

Hours of operation are Monday through Friday 9:30 a.m. to 5:30 p.m. and Saturday 9:30 a.m. to 5 p.m.

Store staff Chris Etheridge, who also serves as the company's vice president, Mary Barber, Beverly Edwards and Debbie Lane know that customer service is what sets Elite Fashions apart, so a visit to the store is more like a chat with girlfriends.

And helping her customers find their best look at an affordable price is Ms. Johnson's goal, too. It is why she decided to open her own business.

Today, the store also operates a virtual showroom that brings in customers from all over the county.

And Elite Fashions downtown accommodates customers, too, with plenty of parking in a lot across the street from the store. The store has lay-away and accepts credit cards.



Elite Fashions staff includes, from left, front, Chris Etheridge and Evelyn Johnson; and back, Mary Barber, Debbie Lane and Beverly Edwards.



ESPECIALLY FOR YOU GIFT SHOP & W.P. MARTIN STORE

109 N.W. Center St. 658-2671

DeWayne and Margaret Ann Parvin are continuing a family tradition at W.P. Martin Store and Especially for You gift shop, 109 N.W. Center St., Mount Olive.

Established in 1910 by Mrs. Parvin's grandfather, W.P. Martin was a general store — and also sold Sherwin Williams paint, making it one of the oldest independently operated Sherwin Williams affiliates in the state.

Now, the store specializes not only in paint — including Martin Senour, Richards and Pratt and Lambert — but also offers a wide variety of choices in floor covering and blinds, perfect for any home improvement or custom build project. W.P. Martin staff use their decades of experience to help customers create just the right look for their dream homes — all at prices that can fit into any budget.

Especially for You gift shop was added in 1986. Customers

can find the perfect gift for that special occasion at the shop, which features Vera Bradley handbags and accessories, collegiate products, Tyler candles, Willow Tree angels, metalware and Rainbow sandals.

And for those who are looking to add a special touch to their own home, Especially for You offers custom-designed wreaths and florals. A bridal registry is also available.

Mrs. Parvin, herself a native of Wayne County, said she and her husband are dedicated to providing the best possible service for their customers and to staying on top of not only the latest trends, but the classic styles that can help turn a house into a home or a celebration into a special occasion. That is part of the family tradition at W.P. Martin and Especially for You.

They look forward to serving you and hope to see you during their 100th anniversary in 2010.

EYE ONE OPTICAL**1717 E. Ash St., Sunrise Shopping Center 736-4319**

After working in and owning several optical specialty shops Richard Pittman partnered with Randy Cox in February of 2003 to open Eye One Optical on Ash Street.

Having experience at both Fashion Opticians on Ash Street, which Richard owned, and as the principal at Clear View Opticians in Berkeley Mall Richard brings more than 35 years of service in Goldsboro to the business which prides itself on personal and quality service for Wayne County and surround area residents.

Between Richard and Randy the two bring over 60 years experience in vision care, service knowledge and eyeglass fabrication.

Eye One Optical can provide quality service

typically in one hour, fill any eye doctors prescription and accepts a large number of insurance policies.

Eye One Optical carries a wide variety of designer frames and sunglasses including a number of frames offered exclusively at Eye One with the store specializing in rimless eyewear.

The business offers the services of an optometrist for exams on Wednesday afternoons.

Raised in Goldsboro, Richard and Randy say they have the best customers in the world and that makes it easy for them to strive to provide clients with the best possible quality and prices and helps them build a lasting relationship with their customers one eye at a time.



Richard Pittman and Randy Cox stand among the hundreds of frames you can select from at their store, Eye One Optical.

FAMILY SHOE STORE**135- E. Walnut St. 735-2093**

Phil Bedford is carrying on a family tradition at the Family Shoe Store on East Walnut Street in downtown Goldsboro.

His father, Guy Bedford, managed Merit Shoes on Center Street for a chain company and in 1963 decided to go into business for himself.

Today, Family Shoe has the area's largest selection of men's, women's and children's shoes from name brands like Rockport, Florsheim, Nunn Bush, Stacy Adams and Brass Boot for men.

Ladies shoes feature names like Vanelli, Ros Hammerson, Naturalizer, Trotters, Life Stride, Amanda, Hushpuppies, J. Renee and Dansko Clogs. Family Shoe also has the area's largest selection and best prices on SAS Comfort Shoes for men and women, as well as a large selection of shag shoes for men and women with new styles coming.

The store carries children's shoes like Stride Rite, Sperry Topsider — and New Balance for the whole family. They also have socks, hosiery, handbags and polish, shoe strings and orthopedics.

"We are an old-fashioned shoe store that has an experienced staff that knows how to measure feet and help find a comfortable

fit," Bedford said. "We specialize in hard-to-find sizes." The store carries men's shoes from size 6 to 17 and women's shoes from size 4 to 13. And you'll be able to find very narrow and very wide shoes right there in stock.

Family Shoe is a full-service shoe store, and doctors — many from out of town — send their patients to the Bedfords for help finding just the right shoe.

And for 46 years, the store has been doing just that.

The store recently underwent a facade renovation as part of the downtown development project — evidence of the Bedfords' commitment to their community.

It is a dedication Phil learned at the hand of his father, Guy Bedford, who died in March, 2007.

Mr. Bedford and his wife, "Pete," had worked together at the store through almost 40 years. She has since retired.

Phil said he and his wife, Janice, are ready to serve the next generation of Family Shoe customers with the same dedication and commitment to quality. Look for new brands to be added this fall.



Standing, from left, are Family Shoe Store owner-manager Phil Bedford, Gene Reich and assistant manager Jay Sauls. Seated, from left, are Bedford's wife Janice, Deborah Cox, Belle Reaves and Agnes Sullivan.

FIVE STAR RESTAURANT & CATERERS, LLC.**212 N. BERKELEY BLVD. 759-0601**

In the spring of 1994 the Gambella brothers saw a need for a non-franchise local bagel and deli store in Goldsboro so, they opened Five Star Restaurant & Caterers.

Starting with baked-from-scratch bagels and bread for delicious deli sandwiches and breakfast foods, the Gambellas later added a breakfast and lunch catering service to the mix and then later a full service hot and cold catering menu for weddings, anniversaries and corporate businesses.

When you walk through the door to place an order at Five Star you're treated like family. Old customers or new faces, Gambella and his employees strive to know their customers on a first name basis and greet them with a smile.

A favorite of airmen at Seymour Johnson Air Force Base nearby, Gambella credits his success to making the restaurant feel like your hometown deli. Whether you're from Goldsboro born and raised or not, Five Star is your home-away-from-home eatery.



Steven and Davy stand behind the counter at Five Star Restaurant & Caterers on Berkeley Boulevard.



A sportsman's paradise, Four Seasons Sports has the newest innovations and specializes in hunting, fishing and archery.

FOUR SEASONS SPORTS**1713 E. Ash St. 735-5500**

Avid sportsmen and fishermen in search of top-quality sporting goods and the newest innovations need to visit Four Seasons Sports, where they specialize in hunting, fishing and archery.

Four Seasons was established in 1992, with Ben Sauls as its current owner.

For the outdoorsman, Four Seasons has shotguns, rifles, handguns and many other hunting and fishing supplies.

The store also stocks a variety of clothing and boots for the outdoors.

Sportsmen enthusiasts, visit this "hunting, fishing paradise" and put your orders in for those special days (Father's Day, birthdays, Christmas) — and see what Four Seasons has to offer.

Sauls says unlike some places,

Four Seasons will special order those hard-to-find items hunters crave. And, it is all part of the service.

"We'll find it at no additional cost," he said.

The store also does light gun repairs as well as tasks like scope mounting and boresighting.

Sauls doesn't plan to expand or anything like that. The shop keeps him plenty busy, he said.

And that is partially because Four Seasons makes shopping a painless experience.

"It's a good convenient easy-to-get-to location," Sauls said. "We're right here on Ash Street, with plenty of parking, and it's easy to get in and out."



DOUG HENRY BUICK PONTIAC GMC TRUCKS

709 U.S. Hwy. 70 Bypass

580-5900 888-353-2797 www.doughenrygoldsboro.com

Doug Henry, a trusted named in eastern North Carolina, has been selling cars for 30 years. He opened his first dealership in Farmville in 1991 and then in Tarboro in 1999. Henry bought the Buick, Pontiac, GMC dealership in 2004 here in Goldsboro.

Doug Henry is your Wayne County Buick Pontiac GMC dealership, having built their business model around great prices and customer service. They aim to be your dealer of choice for new, preowned and certified GM vehicles by maintaining a large selection to choose from.

They are also proud to exceed your expectations in their Goldsboro GM Goodwrench

service department as they know it's all about service after the sale.

Their body shop is second to none in the county! After any mishaps, they will restore your vehicle to factory fresh!

If you are not sure of your credit score or your credit is less than stellar, please contact their financing department as they specialize in finding financing options for your situation.

You can browse Doug Henry's current inventory by going to www.dougherngoldsboro.com or by stopping by their showroom off of U.S. 70. Their Web site will allow you to schedule a test drive or investigate financing options. And as their motto says, "We're Always Cheaper!"

FREDERICK'S MUSIC

1711 E. Ash St.

734-8487

If you love music, your first stop should be Frederick's Music Co. in Sunrise Shopping Center on East Ash Street in Goldsboro. Owners Carlton and Bob Frederick will understand.

It was their love of music that prompted them to open their music store in 1960.

And more than 40 years later, Frederick's Music is still the area's first stop for quality instruments, lessons and services at prices that families can afford.

Whether you are in the market for a Kawai piano or keyboard, top brand guitar, bass or drum, the knowledgeable staff at Frederick's can guide you to not only the best buy, but the best fit for your skills and interest.

And for the budding musician, Frederick's offers a full line of band instruments and supplies, all at prices parents can afford.

Frederick's offer a large selection of top name brands as

well as professionals in every department who can help customers choose the instrument that is right for them — or to help a parent or grandparent choose the perfect gift for the musician on their gift list.

Frederick's also offers books and sheet music as well as the accessories to make your musical experience complete. Customers can also take advantage of the professional staff, which offers instruction on piano, guitar, bass guitar, organ and more. Just ask.

Instrument repair is also available for guitars and horns. Frederick's offers piano delivery, layaways and financing.

Because they are also longtime residents, the Frederick's family supports their community — including local school and church music programs as well as the local Council for the Arts.

So, come on down to Frederick's and browse. The family atmosphere makes it fun and easy to love music.



Employees of Frederick's Music on Ash Street stand in the store's expansive showroom. They include, from left, Lisa Lamm, Joyce Frederick, Bob Frederick, Rick Frederick, Carlton Frederick, Gary Frederick and David Frederick.

THE GOLDSBORO NEWS-ARGUS

310 N. Berkeley Blvd. 778-2211

The first issue of the Daily Argus was a four-page paper that was a combination of local briefs, sports, markets, political comment, religion and advertisements on every page.

Over the years the paper has grown in size and undergone many changes, but the spirit of excitement and the challenge and wonder of putting out a daily is as alive today as it was on April 7, 1885.

The first issue of another newspaper, the News, went to press on Feb. 27, 1922.

Then in 1929, Talbott Patrick bought the controlling interests of the Daily Argus and the News. After merging the two papers, News-Argus was selected as the name for the new afternoon paper because it was easier to say than Argus-News.

In 1934, Patrick moved the paper's operations from

South James Street to the former Goldsboro Grocery Co. store on North James Street.

Then in 1970, just six years after renovating its North Jame Street location, the Goldsboro News-Argus moved into its current Berkeley Boulevard home, under the stewardship of Hal H. Tanner, who became publisher and president in 1953.

Today, the News-Argus has 115 employees. Hal Tanner Jr. is the publisher and Hal Tanner III is the general manager. Renee Carey is the editor.

In addition to the daily News-Argus, the company's other products include the Mount Olive Messenger, the Wright Times, the Roanoke Beacon in Plymouth and the Community Phone Books in Goldsboro, New Bern, Morehead City and Havelock.

The Web site is www.NewsArgus.com.



GODWIN REALTY

103 N.C. 55 West, Mount Olive

658-1234 or 658-2551

Billy R. Godwin specializes in one thing — real estate.

And that focus, combined with his commitment to customer service, has helped him make Godwin Realty and Godwin Construction on N.C. 55 west of Mount Olive one of the most successful real estate companies in the area since 1967.

Godwin was working for a lumber company back in the 1960s. At the time, there were no real estate companies in the area except for those that dealt in both real estate and insurance. Godwin felt there was a need for a real estate firm that just did real estate.

So, he created a company that specializes in matching real estate buyers with sellers and managing commercial and residential leases.

The building end of the business allows Godwin to work with clients to create their custom dream homes as well as perfect business locations.

But in the end, it is still all about real estate.

"We provide residential and commercial real estate sales. We provide residential and commercial real estate rentals," Godwin said. "We offer full-time rental management — commercial and residential."

Godwin says his reputation as a businessman has helped him build his companies. It is a trust from his customers that he takes very seriously and works hard to maintain every day. He strives to run both his companies with honesty, integrity and quality service.

His businesses are still located in his hometown of Mount Olive. His dedication to his community is strong, and he is grateful to the families and business owners who have trusted him with their dreams over the years.

"We have served the people of Wayne, Duplin and Sampson counties for over 40 years," Godwin says. "We appreciate the loyalty of all our customers in these areas, and we plan to serve them in the future as we have in the past."



Billy Godwin of Godwin Realty and Construction stands outside his business on Highway 55 in Mount Olive.

THE INSIDE SHOP & JANICE WHISENHUNT INTERIORS

2707 Royall Ave. 778-2198

Janice Whisenhunt is celebrating 33 years in business at The Inside Shop on Royall Avenue.

When she opened The Inside Shop in 1977, she had already been doing design work as Janice Whisenhunt Interiors since '72. Her interior design business celebrates its 37th year.

Educated in Virginia, she worked in the Hickory and High Point Furniture Market before starting her own business.

She moved to 2707 Royall Ave. in 1983.

"There was a need in the Goldsboro area for the interior business and for a quality gift and home accessory shop," she recalls.

In The Inside Shop, she has a gift shop, with a bridal registry and shipping service as well as free gift wrapping and gift registry.

The interior design work involves custom window treatments, wallpaper, paint selection,

upholstery, consultations and flooring. The Inside Shop also offers a large selection of lamps and shades with more than 1,000 in stock and people trained to match lamps with the proper shades.

"We have selections of unique gifts and accessories from all over the world at great value," Mrs. Whisenhunt says.

She also has the largest selection of gifts and home accessories in the area. She gives personalized service and in-shop decorating advice. And the advice is free.

Mrs. Whisenhunt loves Goldsboro, especially the 125-year old historical building that houses The Inside Shop. It is very well preserved and creates a distinctive setting.

"It's a great location, with lots of parking in a casual setting," she says.



GOLDSBORO TIRE & AUTO CENTER

317 N George St. 735-1321

Goldsboro Tire & Auto Center has been a leader in automotive care since 1958 when Artie and Edna Banks opened the original store, located at the corner of Holly and George streets.

After working with Artie for nearly a decade, Gerald Darden purchased Goldsboro Tire in 1980 and moved it to its current location at 317 N. George St.

Goldsboro Tire has grown to become a full service automotive care facility under the direction of Gerald. Among all the services provided, it is customer service that is of most importance. From the time a customer walks in, to the time they leave, Goldsboro Tire employees strive to meet customer expectations. To accomplish this, Goldsboro Tire offers services ranging from A/C services to tune-ups to brake work.

Like our name states, though, we also deal with Michelin, BF Goodrich, Uniroyal and many other makes of tires. Goldsboro Tire has become a one-stop shop for any automotive need, including lawnmower tire repair, as well as 18-wheeler tire work. As a convenient service, if you can't come to us, we can come to you. Goldsboro Tire offers both customer pickup, as well as a service truck for those unexpected emergencies.

Customers can expect to see familiar faces each and every time they come to our facility. Some of those familiar faces include Jeremy, Rosemary, Jerry, Steve, Pat, Don, Ray, David and Eric. Come see the staff that comes to know you on a first-name basis at Goldsboro Tire & Auto Center.



Goldsboro Tire & Auto Center employees, from left, Gerald, Jerry, Rosemary, Jeremy and Eric, stand ready to help customers with all their automotive needs.

GOLDSBORO HOMES & GOLDSBORO HOMES REAL ESTATE

4112 U.S. 70 EAST 778-5477

Finding your affordable dream home might just mean a trip down the highway.

Goldsboro Homes was established by Ricky Grady in 1989 as mostly a pre-owned sales center.

In the early 1990s, the company began selling new homes along with pre-owned. In 1997, they began selling Cavalier Homes (Cavalier Home Builders of Nashville, N.C.) and are currently Cavalier's No. 1 dealer.

Danny Grant is general manager, and Debbie House is the office manager at Goldsboro Homes. Ricky, Danny, Debbie and Jessica Grant combine for more than 50 years experience with factory-built homes, making them the perfect choice for a potential homeowner who needs some help finding the best home at the best price.

And once you choose your new or pre-owned home, the service does not end there.

Goldsboro Homes has some of the best contractors in the business! From setup and delivery of your new home to installing wells, septic tanks and Heatpumps, Goldsboro Homes and its contractor partners are dedicated to making sure the job is done right.

And for those with special needs, Goldsboro Homes can also do custom work like two-car garages, porches and other add-ons to make your home the best on the block.

And if you can't make it out to their Highway 70 location, Goldsboro Homes will come to you — check out the company's Web site 24-7 at goldsborohomesonline.com.

And now, Goldsboro Homes proudly announces the opening of Goldsboro Homes Real Estate.

We can help you with any home buying decisions you may have whether it be a factory built home, a stick built home or a land purchase. We can help you with all of your housing needs all under one roof.

If honesty, integrity and great family values are important to you, then Goldsboro Homes real estate is the right place for you.

Sandra Grady is the owner of this new real estate company where the needs of the client always come first. Sandra specializes in buyers agency and she is always going the extra mile to find the perfect "dream home" for each and every client. Her priorities are her faith, family and friends and many of her clients have become like family to her.

If you want a real estate agent that will put your needs and concerns first and will treat you like family, come see Sandra at Goldsboro Homes Real Estate. She is located in the same office as her husband, daughter and son-in-law at Goldsboro Homes so it really is a big family! Give Sandra a call; she is just waiting to go house hunting with you.

Check out Goldsboro Homes and Goldsboro Homes Real Estate for all of your housing needs.

And to all those who have helped make Goldsboro Homes No. 1 — thank you for your trust and support.



Goldsboro Homes, 4112 Highway 70 East, is one of the area's top distributors of new and pre-owned factory-built homes. Come by and see just how affordable owning a quality home can be.

IMMEDIATE CARE

2604 MEDICAL OFFICE PLACE

580-0004

"Medical Care When You Need It Most"

Immediate Care of Goldsboro, across from Wayne Memorial Hospital, opened its doors on Dec. 28, 1997, and is staffed by the same physicians who treat patients at Wayne Memorial Hospital's Emergency Room — Drs. Terry Grant, Craig Soltis, Steve Moya, Daniel Drotts, Kirk Jones, Tom Knutson, Rick Potts, Lloyd Smith, Henry Kornegay Jr. and Bryon Geer.

All of these physicians are Board Certified in Emergency Medicine. Board Certification is America's standard for excellence in medical care.

Immediate Care also has seven certified physician's assistants on staff: Jose Maldonado, Jeff Pitta, Tim Benge, Jeremiah Montgomery, Jeff Harrison, Bridgett Buckman and James Otey. At Immediate Care, patients can expect high quality medical care for acute illnesses and injuries.

Immediate Care not only treats common illnesses such as bronchitis and sinusitis, but also treats more complicated conditions such as fractures and repair of lacerations.

Referrals to specialists and admittance to the hospital can be arranged as needed.

The facility provides drug screen testing and employment physicals for many local companies. The office is also equipped with an X-ray department and a clinical lab.

The clinical and clerical staff are a capable team dedicated to providing the best possible care and service to their patients.

Immediate Care is open seven days a week. It serves patients of all ages from infants to senior citizens.

No appointment is necessary.

Operating hours are 8:30 a.m. to 8 p.m. Monday through Friday, 8:30 a.m. to 5 p.m. Saturday and noon to 5 p.m. Sunday and holidays. Immediate Care is also open Monday through Friday at 8 a.m. for drug screens.

Immediate Care of Goldsboro is founded on the firm belief that every patient deserves the highest quality of care at a fair cost in a friendly environment.



Above: The friendly staff of Immediate Care are ready to help you. Right: The Immediate Care building is located at 2604 Medical Office Place.



JERNIGAN FURNITURE

2101 E. Ash St.

735-2549

For generations, Wayne County families have trusted the Jernigan family to help them turn their houses into homes.

From high quality furniture at reasonable prices to decorating and in-home design services, Jernigan Furniture has added that special touch to living rooms, dining rooms and bedrooms across Wayne County.

More than 50 years ago, a family furniture business established itself in downtown Goldsboro.

Sam Jernigan Sr., who died in 1970, opened his first store in 1923 with partner Marion Edwards. They operated from two locations — Mulberry Street in Goldsboro and one in Durham, which was run by the Jernigans.

Following Edwards' death, the Jernigans bought the Goldsboro store and consolidated the business into one location. Later, the business moved to its present site, at 2101 E. Ash St.

When the new store opened in 1955, it was renamed Sam Jernigan and Sons Furniture, with Sam Jernigan's two sons, Sam Jr. and Ed, on board. Sam III joined the business in 1986, at which time the name was again changed to Jernigan Furniture Co.

Today, Sam III's wife, Eleanore, serves as vice president of interior design and merchandising and their son, Andrew, is vice president of operations.

Top brand names of furniture are featured throughout the store for virtually every room in the house. Design personnel on staff also provide such services as advice on room decorations and arrangements, with many accessories to choose from in the store.

They also deliver and set up in homes — part of the company's legendary customer service.

"Whether the sale has been to a young couple just starting out or a family looking for their next heirloom, we see it as being more than about furniture," said Sam III. "It is about family. This family business treats everyone like family."

And while they sell such famous brand names as La-Z-Boy and Kincaid, and bedding by Simmons and Better Homes and Gardens, their trademark has centered around one name in



The Jernigan Furniture family includes, from left, Sam Jernigan III, his wife, Eleanore, Sam Jernigan Jr., Ed Jernigan and Andrew Jernigan

particular — Jernigan Furniture.

It is a tradition of quality and service that Sam III, Eleanore and now their son, Andrew, are dedicated to living up to as they prepare to take the business into the next generation of customers.

"We are a family-oriented business and treat all customers like family," said Sam III. "Goldsboro is home for us because this is where our family heritage is. Four generations have committed to continue to serve this area by providing exceptional customer service, the finest home furnishings and long-term relationships."



Sam Jernigan Sr. started in the furniture business in 1924 as a salesman for another high quality, reputable furniture dealer in Goldsboro.

JEWELRY UNLIMITED

902 N. Spence Ave. 751-3899

When Frankie Walker started selling gold chains out of the trunk of his car 27 years ago, he was not thinking about the long term — just the next step.

Today the 54-year-old has a store of his own — Jewelry Unlimited Inc.

"One day I was at one of my customer's stores and noticed he had a small display of gold jewelry, coins and a few rings," Walker said. "I said 'Hey, I think I can sell some of that.' He told me that most of items had cost him about \$200 each. I couldn't afford to buy any of it."

What started as an arrangement between store owner and the on-the-road salesman who also sold jewelry in his spare time at the Goldsboro flea market, grew into what Jewelry Unlimited is today — a full service family-owned store located next to Wal-Mart.

From wall clocks, necklaces, bracelets and rings of silver gold and platinum, diamonds of all sizes and shapes both set and loose, charms, pearls, custom made jewelry creations, trinket boxes, jewelry boxes and wedding gifts Jewelry Unlimited has just the right piece to mark any special occasion or grace any everyday wardrobe.

Jewelry Unlimited is also a full service jeweler offering repairs, appraisals and engraving, wax molding, casting and inspection of all type of jewelry.

With four full-time jewelers on

staff Jewelry Unlimited offers exceptional customer service with all repairs done in store and quickly.

"The Lord's been really great to me, and I've got the same customers I had when I was out on the road," Walker said.

Walker says his customers have been so loyal that now they are sending their children and grandchildren to his store.

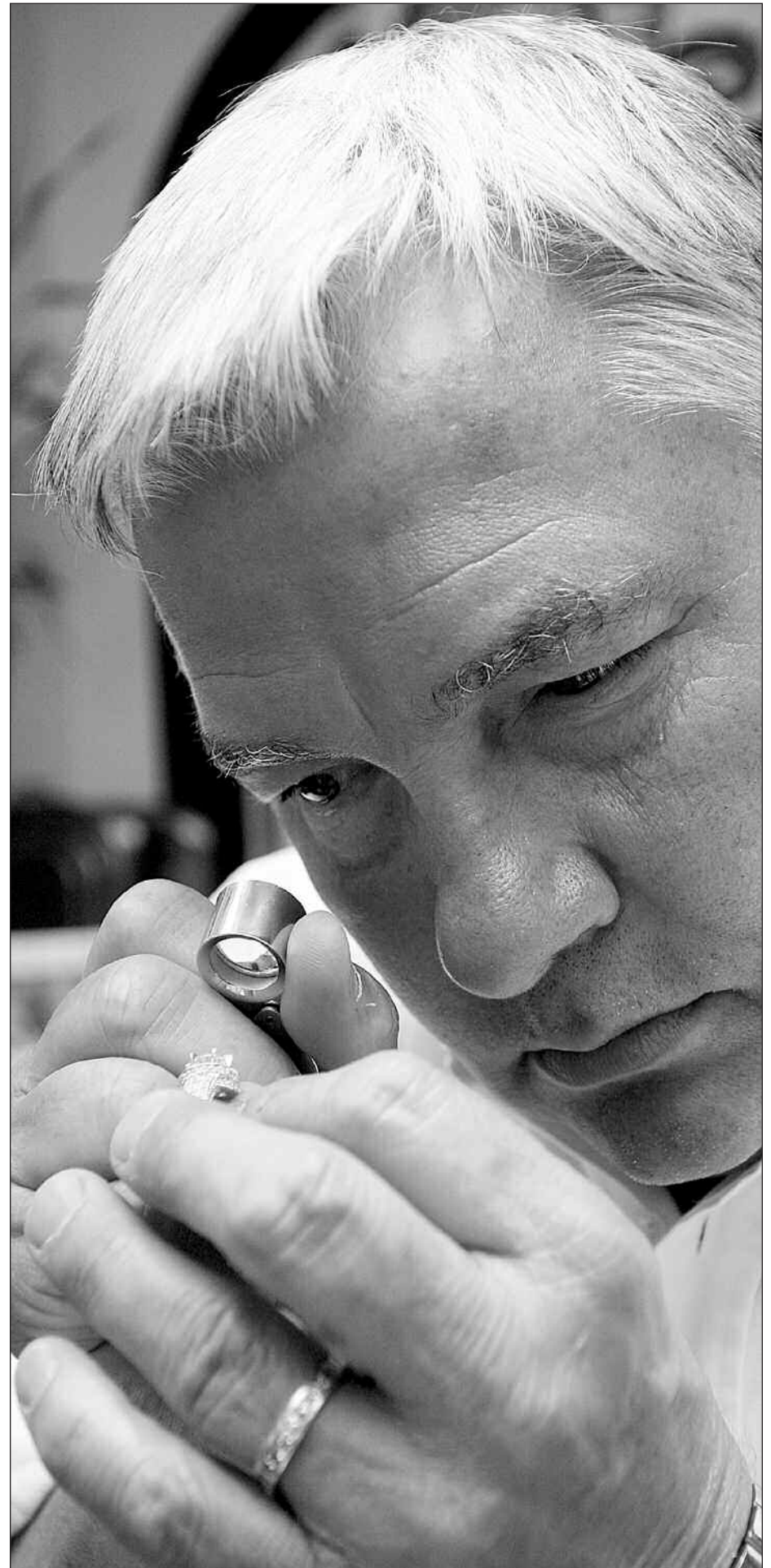
Walker has been involved in the Goldsboro community for more than 18 years as a friend of local churches, schools, community groups and Relay for Life creating a wonderful relationship between his business and the community and building a loyal base of customers.

Even his employees are loyal. For example, when Walker was going back and forth to New York to buy jewelry, he met Heiro Gomez, who owned a shop up there. He talked Gomez into coming to work for him, and he's still there 13 years later.

Fourteen of the employees at Jewelry Unlimited have been with the business for 12 and 13 years. To Walker, being in the jewelry business isn't about making money, he said.

"More important than just any sale is building a loyal following of customers who return year after year."

That is why Walker offers a vast inventory ranging widely in prices to ensure anyone can find just what their heart desires.



At left are just some of the fine pieces of jewelry available at Jewelry Unlimited at 902 N. Spence Ave. At right, owner Frank Walker examines a diamond for cut, color and clarity.

K&B POOLS & SPAS

389-B U.S. 111 South 759-0203

When you walk into K&B Pools and Spas, there will be plenty of people ready and willing to help you find the products and services you need.

And they are all family.

Kenny and Beth Smith started K&B Pools & Spas in 2002 after purchasing out the retail portion of another business.

Today, they, along with their daughters, Kasi and Kayla, strive to make sure that customers find what they need at a good price and are treated right.

K&B is a full pool and spa retail store carrying pools — both above ground and in-ground — chemicals, accessories, toys, games and spas with a full service department and maintenance contracts.

And while you are filling your pool or spa needs, don't forget to look around. The store also has fashion jewelry and pocketbook lines as well as several other unique products.

What makes K&B Pools & Spas special is family-based values, Smith said.

"We treat people the way we want to be treated, with one-on-one service," he said. "We're fast, friendly and competent in our products and how to use them."

All four members of the Smith family are certified pool operators and continue to stay updated on the latest products and techniques through conferences and other education.

Smith and his wife were both born and raised in the area and hope that in the coming years they will be able to add a second store to better-serve their loyal customers.

"This is not only our home, but the people we are fortunate to meet and do business with are the best kind of customers and friends you can ask for," Smith said.



At K&B Pools, from front left are Beth, Kayla and Kenny Smith; back from left are Junior Edmundson and Matthew Lassiter. Not pictured are Kasi Smith and P.J. Flowers.

Jim and Faye Ward, owners of Just for You Card & Gift Shop.



JUST FOR YOU

2511 E. Ash St. 751-0202

Looking for that perfect gift for a special someone?

Just For You Card and Gift Shop proprietors James and Faye Ward have been helping Wayne County celebrate birthdays, anniversaries, graduations and other special occasions since 1989, and are now celebrating their 20th anniversary.

The Air Force brought the Wards to Goldsboro in 1984. After Jim's retirement, they purchased an established business and initially continued the selling of greeting cards, personalized stationery, children's items and other gifts.

As the product line grew, Just For You moved to 2511 E. Ash St in Oak Square Shopping Center in 1992. Popular lines include Vera Bradley handbags and accessories, engraved and unique jewelry, switch flops and clothing items, initial and monogrammed gifts, collections by Lotia, Jim Shore,

Willow Tree, Collegiate and seasonal gifts. Tracksters, Webkinz, Taggies and backpacks by Stephen Joseph are a few of the popular items brought by the children.

Stationery and all-occasion invitations — including wedding announcements, napkins, birth announcements — are printed in-house by Jim, with hundreds of designs to choose from.

The Wards pride themselves on customer service, with employees like Kim, Nicole and Marcela ready to assist customers. Just For You is known for its beautiful, free gift wrapping and quick service. And over the past 20 years, the Wards have greatly expanded the lines and services offered at Just For You.

"We hope the treasures our customers have found in Just For You have brought joy and happiness to them, and we're looking forward to another successful year in retail," Faye said.

Jackson & Sons

Heating & Air Conditioning

919-734-9611

jacksonandsons.com

Since 1974, Jackson & Sons has worked to build one of the most trusted air conditioning and heating companies in North Carolina.

Woodard Jackson started the business in the garage of his Dudley home with only three employees, a lot of faith and hard work.

Even with the difficult economic times of the mid-seventies, Jackson & Sons thrived. Soon there were 10 employees and Woodard's sons, Danny, David and Craig began working in the business as soon as they were out of school.



But in early 1990, Danny and David saw the opportunity for more business growth by concentrating on repairs and system replacements. Their strategy was successful and the Jackson & Sons staff and facilities both grew and expanded.

Today, Jackson & Sons employs over 50 co-workers during the peak season, and occupies over 22,000 square feet of office and warehouse space. They are not only one of the largest, but also one of the most respected heating and air companies in North Carolina.

As a family owned company, our values come from our people. And they are fairly simple: Jackson & Sons believes in service. We believe in doing our job the right way, the first time. We also believe in providing a value for our customer and that means great service at a good price.

If you aren't satisfied, for any reason, give us a call. We'll make sure you're happy or we'll refund your money.

We promise, you'll feel comfortable calling Jackson & Sons.



734-9611

www.jacksonandsons.com

MT. OLIVE PICKLE COMPANY INC.

Corner of Cucumber and
Vine, Mount Olive

From its modest beginning in 1926 with just a 3,600 square-foot building and \$19,500 in capital pooled by 37 local business people to establish a pickle packaging and selling company, the Mt. Olive Pickle Company has grown to become the largest independent pickle company in the U.S.

Each year the company packs over 100 million jars of processed and fresh pack pickles, relishes and peppers, making it the second best-selling brand of pickles in the country. In the Southeast, Mt. Olive dominates pickle sales as the number one seller and enjoys as much as a 70 percent share of the market.

Maintaining its own sales force Mt. Olive Pickle Company manages a network of food brokers to sell its products throughout the market area.

To sell so much, Mt. Olive uses over 130 million pounds of cucumbers and peppers annually, about 35 million pounds of which are home grown by independent North Carolina farmers.

The company employs 500 year-round



employees and over 800 employees during picking season and proudly offers its employees a Profit Sharing and Savings Plans, having been one of the first companies to do so in 1943.

Mt. Olive Pickle Company cares about the safety of its employees, so much so that it was the first pickle company in the nation to be recognized for its effective safety and health management. The company is a member of the state's Voluntary Protection Program.

The company, named after its home town, is a proud community member. It supports the town's annual North Carolina Pickle Festival and also sponsors a favorite local New Year's tradition — the New Year's Eve Pickle Drop.

The company and its employees also contribute generously in cash and product donations to community organizations each year.



*Growing an American tradition
since 1926*



Above: Employees at Pet Supplies 'Plus' are always happy to help; from left in the front row are Denise Zastudil, Kayla Mitchum and Crystal Hollingsworth. Back row from left are Suzi Wharton and owners Rick and Gloria Sands, Sam Smith and Linda Ortiz.

Right: Shawn Foreman and Brenda Koger.



PET SUPPLIES 'PLUS'

319 N. Berkeley Blvd.
Crossroads Shopping Center

If your pet is a treasured part of the family, then Pet Supplies "Plus" should be a regular place for you and your pet to stop. The store has just about everything that a cat, dog, guinea pig, bird, fish or reptile needs to stay happy and healthy.

Pet Supplies "Plus" is one errand where you don't have to leave your pet in the car. Our "pets welcome" policy is fun. We have customers tell us that their dog will get really excited in the car when they realize that they are coming to the store. Many of the treats in the store are conveniently located at nose level for our canine customers to pick just the right one. People today treat their pets like family members; they want to take them places and involve them in daily activities.

Our goal has always been to provide our customers with courteous, pet-friendly service, competitive prices and complete product selection. Our emphasis is to offer a higher level of personalized service than some of our larger competitors. Pet Supplies "Plus" will be celebrating its 10th anniversary this December.

We are seeing greater interest in the natural pet foods because people are more concerned about the health of their pets

today. We continue to expand our natural food section to satisfy the needs of our customers.

Pet Supplies "Plus" holds monthly adoptions coordinated by local animal rescue organizations that are looking to place dogs and/or cats in good homes. We continue with our own in-store kitten adoption program and try to place rescue kittens looking for homes. The store works closely with the Wayne County Humane Society fundraising. Their annual Dog Wash fundraiser will be held Saturday, June 27, along with its first annual Patriotic Pet Photo day.

The store is also a location for "SNAP-NC" a Spay Neuter Assistance Program of North Carolina, a non-profit that provides discount spay and neuter services to those in need of financial assistance.

If you're looking for manners for your new puppy, the store holds a "Puppy Kindergarten" class several times a year conducted by a local dog trainer.

Pet Supplies "Plus" also offers pet photographers who specialize in taking portraits of your special family members several times throughout the year.

From left are employees Tony Hines, Linda Herring and owners Kelly Hill and April Blizzard.



THE LIGHTING GALLERY

1144 U.S. Hwy. 258 North Kinston (252) 523-7878

When a fire leveled The Lamplight Shop in 1987, April Blizzard and Kelly Hill reopened the store as its new owners with the new name The Lighting Gallery in 1989 after seeing a continued need for a lighting store with personal service.

The Lighting Gallery sells all kinds of residential lighting from lighting your porch and garden outside to illuminating your kitchen, bathroom and living spaces indoors.

The shop's large selection of styles, finishes and price ranges can meet any homeowner's needs.

But the inventory at The Lighting Gallery extends beyond lighting fixtures to ceiling fans, decorative mirrors, floor and table lamps and home accessories.

If you are a first time lighting buyer or unsure of what type or size fixtures will look best in your home, don't worry, the staff at The Lighting Gallery specializes in assisting its customers with the selection of products and fixtures for the best quality of light and look in any room.

The designer on staff is available for on-site, in-home consultations.

The Lighting Gallery and its previous stores and services has been a part of the local economy for 40 plus years filling a niche in the community and surrounding area.

The Blizzards pride themselves on being a part of the community's lives and making their houses feel more like homes.

BELL HOMES & JOHN T. BELL REALTY CO.

1204 E. Ash St. 734-4321

Since 1960, Goldsboro native John T. Bell has been a leading name in providing housing for Wayne County residents.

In 1960, he and George W. Thompson established Thompson-Bell Construction Co., but in 1968, he assumed control of the business and renamed it Bell Homes.

Since then, the company has been one of Wayne County's most innovative design/builder general contractors. It builds a variety of new homes, on clients' land and in neighborhoods they're developed, using cutting-edge design and materials.

Today, Richard Reed, a graduate of East Carolina University's Construction Management program and seven-year veteran of new home construction, is the construction manager.

In 1971, Bell added John T. Bell Realty Co. to his portfolio. Originally established as a full service real estate company, its focus turned toward property management in 1991 when Mary Jane Bell became involved.

Today it is a leading local property management company with Mary Jane as the broker-in-charge, Molly Romito as the rental specialist, Susan Young in accounting and Rhonda Coker in a managerial position.

For Bell, it is his companies' personalized attention to clients, property owners and tenants that sets them apart from the competition.

Also contributing to their success, Bell said, is the fact that "Along the way, our name has come to be synonymous with innovation, and we believe innovation is a critical factor in new home construction."



Bell Homes employees are from left Susan Young, Mary Jane Bell, Rhonda Coker, Lynn Holloman, John Bell, Richard Reed.

The friendly staff of N.C. Mobility stands in its 401 Royall Ave. office.



NC MOBILITY

401 ROYALL AVE. 736-3275

If you're in Wayne County and have trouble getting around, call NC Mobility at 736-3275. We offer a wide variety of mobility enhancing products that can help you get around your home, workplace and community.

Located at 401 Royall Ave., NC Mobility's goal is to help people regain their independence.

Nick and Terry Columbus founded NC Mobility in June of 2001. They carry many items in stock, such as power chairs, power scooters, walkers, wheelchairs and canes — and can also order custom products for specific clients. We can custom fit any size person.

The most important part of the business is the "service," the owners said.

We are the only specialty mobility company located in Wayne County. We have a full service department offering 24-hour service. Along with that idea of service is the company's commitment to service any mobility product, regardless of where it was purchased from. We can file just about any insurance.

"Terry and I moved back to Wayne County in 1996. In 2001, I was looking to make a career change, and I wanted to offer a service not available in Wayne County.

"There's great personal satisfaction in seeing someone regain their independence or realizing they can maintain their current lifestyle. It's good to be home."

MCCALL'S BARBECUE & SEAFOOD

139 Millers Chapel Road 751-0072

It all started in a back yard — with a fire. And now, years later, McCall's Barbecue & Seafood is one of the area's most popular — and tasty — spots for lunch and dinner.

Randy McCall and Worth Westbrook got their start selling barbecue in Randy's back yard on Fridays. But on the second day they were open for business, McCall was still cooking pigs on his pit at home, and he had a grease fire and burned down the pit.

The Nahunta Fire Department let them use their pit until theirs was built.

And the rest is history.

Today, McCall's Barbecue and Seafood offers a buffet daily with a variety of choices of meats, sides and desserts. The restaurant also offers takeout and does catering.

McCall is the president, and Westbrook is vice president. Secretary-treasurer is Teresa Oglesby.

The partners still specialize in pit-cooked barbecued pork, fried chicken and seafood. They put 24 years experience into their cooking. The barbecue style is eastern. The seafood is calabash.

They're big on service, too.

"We try to provide the best quality of food and service to all of our customers," McCall says. "Our customers have made this home for us."

So come on down for dinner or lunch, order a sweet tea and graze at the restaurant's buffet. Make sure you save room for some banana pudding or cobbler with ice cream.

It will be just like a family dinner at home — without the dishes.



McCall's Restaurant on Millers Chapel Road offers a variety of barbecue and seafood dishes — and homemade desserts.



PERSONAL HOMECARE SOLUTIONS INC.

1708-B Wayne Memorial Drive
919-580-9045, 1-800-519-9044

Personal Homecare Solutions Inc. is owned and operated by Karen Sauls and Robin Wilson, who have a combination of over 20 years of experience in the health care industry. They have used their knowledge to form a company that provides alternatives and solutions for personal care services in the home.

Personal Homecare Solutions Inc. supports clients' independence with services that enable them to enjoy the security and comfort of being in an environment they love and to which they are accustomed.

With the philosophy "There's no place like home," Personal Homecare Solutions' mission is

to provide alternatives for preserving independence in the home; creating the standard in quality patient-centered care; creating security with proven trust and accountability; and creating lasting bonds in communities through crisis management.

Personal Homecare Solutions Inc. customizes each program and provides supervision by a registered nurse. Employees are carefully screened by having a criminal background check provided by the State Bureau of Investigation. Personal Homecare Solutions is licensed by the North Carolina Division of Facility Services. All services are available 24 hours a day, seven days a week.



Karen Sauls, left, and Robin Wilson stand outside the office of Personal Homecare Solutions.

PICTURES TO STORIES

502 N.C. 581 South

Memories don't last forever, but storybooks of your life experiences do.

That's what Pictures to Stories has to offer Wayne County residents.

Owner Kim S. Hill started the business in January. As a consultant, she is able to help you turn your memories, pictures, stories and life experiences into a family heirloom for future generations.

The business offers Kodak scanning services and can take your printed photos — old or new — and save them to digital format so you can have them safe forever.

You can go to picturestostories.com to see samples of the storybooks, invitations, calendars, posters, playing cards and more that can be created.

"It's easy to use the online tools to create your project and there is no software to purchase," Ms. Hill said. "Your free account allows you to store your digital photos and use thou-

sands of pre-designed templates and art."

She said her goal is to teach as many people as possible how important it is to tell their family story.

"It has been proven that children who know their family heritage have higher self-esteem, and it's up to us to tell these family stories for our future generations," Ms. Hill said.

Being in sales all of her life, Ms. Hill has learned to focus on what her customers want or need.

"I have been amazed at the men and women before me who have played such a big part in making Goldsboro what it is today," she said. "I am honored to help Goldsboro residents put their stories in print. There is just not a word to describe how I feel or how it touches my heart just as much as their as we sit and look, and even sometimes cry, at their first published book, from stories of a relative no longer with them to stories of their family and friends in current events. Who will tell your stories?"

Pictures to Stories offers the ability to create a library-bound book with different colored pages throughout the book as well as design the front and back cover yourself.



PIZZA INN

U.S. 70 Bypass 736-2185
3009 E. Ash St. 778-8500

When your mouth is watering for a slice of pizza, Pizza Inn is the place to quench that craving.

The perfect golden brown crust is topped with bubbly cheese, the best choice of toppings and sauce and just the right amount of spices.

For Pizza Inn, the key to being Wayne County's pizza stop and a perennial winner at United Way's Taste of Wayne County is quality ingredients, a diverse menu, fair prices and an atmosphere that makes it easy to load up the car to take the whole family out for lunch or dinner.

Pizza Inn opened in Goldsboro in 1969 when H.M. Poythress and two other partners, Griff Glover and Ed Copeland Sr., decided to go into the pizza business.

Pizza Inn's specialty — pizza — is made fresh from scratch daily. The sauce is a blend of special spices that has been famous for more than 50 years. Customers may choose from a variety of fresh toppings to make their perfect pizza pie.

Pizza Inn also offers homemade spaghetti sauce, lasagna, soup, sandwiches and salads. There is also a variety of special buffets and specials daily.

Top it all off with a dessert pizza — pizzerts. Not only does Pizza Inn boast some of the best pizza around, but the staff is proud of the



Sean Nielsen and his wife, Jill Nielsen, enjoy a meal together at the Pizza Inn on U.S. 70.

look of its restaurants. The wood and artifacts in each of the locations are originals, giving the restaurants a turn-of-the-century feel that makes a trip out to eat an experience as well as a meal.

To give its customers the very best dining experience, Pizza Inn offers delivery from the U.S. 70 location and the Ash Street location has large rooms for parties.

Poythress had no doubt that Goldsboro would remain his home.

"We have been in the Goldsboro community since 1969," he said. "Our corporate office is in Wilson, but we live here."

The business continues to be a family affair. Daughter Jill Nielsen and husband, Sean, work in the company and are raising their family here as well.

Jill takes care of operations for the company as well as handling all of the marketing and supervising both Goldsboro locations. Sean supervises the locations in Dunn and Selma.

Poythress has returned to work in the past couple of months after receiving a kidney transplant in August from an employee of the company.

Even his granddaughters are getting into the business, starring in a local radio spot.

"Our family never gets tired of eating pizza," Poythress said. "We are constantly trying new products to bring to our customers."

Pizza Inn really cares about its customers' suggestions, criticisms and other comments.

PLANTATION SHOPPE

307 N. Spence Ave. 778-3668

Finding a gift that marks an occasion just right is not an easy task.

At The Plantation Shoppe, owner Joyce Edwards and her staff are ready to help you find that special something for a special someone.

The Plantation Shoppe was established in October 1983 in Eastgate Shopping Center. It was moved to its present location the following year, making it the only original business at Cobblestone Place.

The Plantation Shoppe's owner and operator, Mrs. Edwards, is assisted by her daughter, Andy Gray, and Bertha Wolfskeil. The shop serves Wayne County, eastern North Carolina and beyond with unique gift selections of pewter, brass, crystal, pottery, food

items, plush toys, Crocs & Jibbitz, potpourri and much more. Collectibles include Byers Choice, Department 56, Cairn Studio, Harmony Kingdom, Roman, Jim Shore, All God's Children, Willow Tree, Old World, Lampe Berger, Tyler Candles, Painted Ponies, G. DeBrekht Santas, M.I. Hummel and more.

North Carolina and Goldsboro mementos consist of the Goldsboro afghans, Herman Park pillows and coasters, mugs, spoons, thimbles, magnets, pill boxes, ornaments, crocks, Teddy bears and postcards.

One can find many collegiate items such as stepping stones, wood boxes, lighted houses, Christmas stockings, glitterdomes, playing cards, note pads, aprons and walking companions.

"We take pride in our friendly personal service to each customer," says the proprietor, "and in offering fine quality merchandise."



From left are Joyce Edwards and her daughter Andy Gray.



Dorothy & Wyatt Roberts

ROBERTS MACHINE & SUPPLY CO.

111 N.C. 55 WEST, MOUNT OLIVE (919) 658-5066

In 1969, Wyatt Roberts left Mt. Olive Pickle after 12 years to go into business for himself. He purchased Britt's Repair Shop, a small machine repair and metal fabrication shop that has operated in Mount Olive since 1908, providing equipment repair services and small hardware items for local farmers and residents.

In the early years, Wyatt managed the work of his four employees, and his wife, Dorothy, kept books, did odd jobs and ran errands. After purchasing Britt's Repair Shop, Wyatt continued the farm repair service, but began adding a larger selection of hardware items and supplies for sale, including steel, bolts, bearing sand paint. He also began serving local industries by custom building manufacturing equipment and selling industrial supplies.

As the business grew, Wyatt purchased a new site for his business in 1975. Located on N.C. 55, just north of Mount Olive. He built a larger, more modern facility with approximately 12,000 square feet of floor space. He changed the business name to

Roberts Machine & Supply Co., and, because product sales increased, continued to expand his product lines to serve the agricultural, industrial and automotive markets. He purchased a large truck, loaded it with his product lines and traveled the eastern part of the state, selling quality products that he would be proud to stand behind and products he would use himself in his own machine shop. He purchased most of his product lines in large quantities and eventually formed a wholesale operation along with his retail company.

Today, at age 79, Wyatt continues to operate and is celebrating his 40th year. He and his son Kevin manage the company with nine employees, including his grandchildren Ryan and Morgan, both working part time in the family business. The company operates today as a wholesale distributor of industrial and commercial grade products, representing almost 100 nationally known manufacturers. They are open Monday-Friday 8 a.m. to 5 p.m. and Saturdays 8 a.m. to noon.

ROSEWOOD HARDWARE

514 N.C. 581 South Rosewood Junction 734-0093

For Monty Lockamy, losing his job in December 1997 turned out to be the opportunity of a lifetime. Always interested in owning his own business, he found a general store in the Rosewood community and decided it would make a nice hardware/lawn and garden store — one that would be convenient for customers in a growing community.

Today, this Wayne County native prides himself on running a store that features a unique atmosphere — one that brings customers back to a simpler time when they received one-on-one personal attention, good service and employees knew the tools and products they were selling. His employees also do not hesitate to give honest advice when necessary.

Among those products are general hardware

goods, Valspar paint, Dixon mowers and Tanaka weed eaters, Gator lawn mower blades and specialty keys, including computer chip keys for automobiles. Rosewood Hardware also carries general lawn and garden supplies.

Proud to call Wayne County home, and proud to serve the many men and women working at Seymour Johnson Air Force Base, Lockamy plans to stay in business for many years to come.

That, however, is not to say that he doesn't plan to continue to grow and improve.

His goals now are to expand his current building, expand his current line of outdoor power equipment and get into the business of repairs.



SEYMOUR FUNERAL HOME AND CREMATION SERVICE

1300 Wayne Memorial Drive 919-734-1761

Seymour Funeral Home and Cremation Service Inc. is a full-service funeral establishment that offers a complete range of services.

Each family is unique, and Seymour Funeral Home allows families the ability to create a meaningful and appropriate way to remember their loved one. The most effective service is one that will accurately reflect the life of the deceased in a way that will help surviving family members come to terms with the death, and thus enable them to continue with a normal healthy lifestyle. Seymour Funeral Home's funeral directors are willing to create a ceremony that is meaningful and fully affordable.

Seymour Funeral Home is dedicated to serving

families with the utmost professionalism and compassion. Striving to make the service as memorable as possible, the staff is there to guide you through all phases of the service and aftercare.

No human experience is more rewarding than helping others. Since 1921, the staff of Seymour Funeral Home has sincerely dedicated themselves to the service of humanity. Seymour Funeral Home has been honored to help so many families through the most difficult moments of their lives and will continue its tradition of excellence in serving the community during time of need.

When a death occurs in your family, it's important to know that there is someone you can trust.

The dedicated staff of Seymour Funeral Home sit in one of the parlor rooms at 1300 Wayne Memorial Drive.



RAPER DISCOUNT DRUGS

2303 Wayne Memorial Drive 734-0741



Standing outside Raper Discount Drugs are, from left, Mike Raper, Frank Raper and David Raper.

Raper Drugs is located at 2303 Wayne Memorial Drive in Goldsboro, about a half mile south of the hospital.

The store is owned by Mike Raper, Frank Raper, David Raper and Evelyn Raper and prides itself on more than 45 years of offering quality products, reasonable prices and first-rate customer service.

And prescription needs are not the only errands customers can take care of at Raper Drugs.

"We have a large front-end area that allows our customers a one-stop shopping experience," the Rapers said. "They can choose from typical drug store merchandise such as dental care, pain relievers, cough and cold remedies, skin lotions and creams, first aid, vitamins and much, much more."

"We also have a large selection of greeting cards that are priced at 50 percent off every day."

But what really makes Raper drugs stand out is the service it provides to its generations of loyal prescription drug customers.

"Our prescription service is second to none," they said. "With three registered pharmacists on staff, Mike Raper, Johnnie Casey and Bob Boyd, we can fill most prescriptions in 15 minutes or less. No other competitor is making that claim."

But even though service at Raper Drugs is quick, the staff is always ready to provide the personal service that keeps customers coming back.

"Although we are a very busy pharmacy, we will take time to listen, time to help and time to answer your questions. Our pharmacy technicians are professionally licensed to support our pharmacists. They enable them to give customers the prescription service they deserve and have come to expect."

"If you want to transfer your prescription to us, it's easy — just give us a call and we'll take it from there."

Taking care of their customers is job No. 1 at Raper Drugs — and has been since 1964.

"A new customer is just a friend we

haven't met yet. Maybe that's why many of our customers have been customers for life," the Rapers say. "We are filling prescriptions for many of their grandchildren. Our reputation for this kind of service and longevity has made Raper Drugs an icon in the Goldsboro community."

In keeping with that customers-come-first philosophy, Raper Drugs also offers free citywide delivery.

Even though filling prescriptions is Raper Drugs' main business, the store is also Goldsboro's only wellness center.

"This has led us to develop our motto: Filling your prescription is our business. Helping you stay healthy is our passion," the Rapers say. "At Raper Drugs, we believe in a holistic approach to healthcare. This belief gave birth to our Wellness Center that features private label natural medicines and nutraceuticals as well as vitamins, herbs and homeopathic remedies. All this, coupled with our professional expertise, can play a key role in preventing many health problems and

complement traditional drug therapies.

"What sets us apart from natural product competitors is mainly these things: First guaranteed pharmaceutical grade natural products. This means you get products of the highest quality you can have confidence in and assurance they will perform the way they are meant to so you can get the full health benefit; second, printed information to with each product that is educational, This helps you become an informed natural products consumer; third, professional guidance in using the products."

"We understand the complexities of natural medicines and nutrition and how it can benefit your own health. We practice the old admonition: An ounce of prevention is worth a pound of cure."

"We accept most forms of insurance. We're open Monday through Friday, 9 a.m. to 6 p.m., Saturday 9 a.m. to 1 p.m. and closed on Sunday."

For more information on Raper Drugs products and services, call 734-0741.

SPENCE JEWELRY & REPAIR 121 S. Berkeley Blvd. 751-0058

Spence Jewelry and Repair has been at 121 S. Berkeley Blvd. since May 1999, but owner Edward E. Spence has been in the business 30 years.

It all started back in 1976 when he went to work at Talton Jewelers. Back then, it was the Jewelry Boutique.

Since then, he has graduated from the jewelry repair school, Trenton Jewelry School, the Gemological Institute of America for diamond grading and evaluation, the Gemological Institute of America for advanced jewelry repair.

He opened a jewelry repair shop in a little building on Berkeley Boulevard behind Bonnie and Company, which is owned by his wife, in 1999.

"Little by little, I added jewelry," he said.

Then in 2003, the opportunity to move up front beside his wife in a larger store came, and he has been building up his inventory ever since.

When you bring in jewelry to repair, you don't have to wait for it to go off somewhere and return. Spence does the jewelry repair on site. Repairs usually take about a day, but sometimes, he



can get the job done the same day.

Over the years, he has gotten into designing and making jewelry. You can find some unique things at Spence Jewelry and Repair.

You can even find some artwork by his father, Zeno Spence, in his shop.

Spence Jewelry and Repair carries diamond engagement rings, diamond cocktail or fashion rings, diamond earrings and pendants, diamond and colored stones with antique designs. He has 14K

gold earring, bracelets and necklaces.

And if he doesn't have what you want, he offers special ordering that usually arrives the next day.

Spence Jewelry and Repair is a one-man operation, so customers get personal and one-on-one service. The prices are reasonable for both the repair work and for the jewelry.

"You deal directly with me in a laid-back atmosphere, and I treat everybody the same."



For more than 30 years, owner Ed Spence has been making his jewelry sales and repair customers top priority — offering selection, style, value and the personal service that have made him famous — and one of the area's most trusted jewelers. Come by and find that perfect gift — or repair that treasured heirloom — with confidence.

Satisfaction is guaranteed, says Spence, who was born and raised in Goldsboro. He has been satisfying customers for 30 years and says his claim to fame is he is honest, trustworthy and will bend over backwards to make his customers happy.

As a Vietnam veteran, Mr. Spence also appreciates and supports all of our military branches here at Seymour Johnson Air Force Base and around the world.

SOUTHERN FURNITURE AND INTERIORS 124 N. Center St., Mount Olive 658-1981

Faith Cameron and Gene Mercer opened for business as Southern Furniture and Interiors of Mount Olive in November of 2008 but furniture and interior design have been Faith and Gene's passion for many years.

Gene Mercer taught collegiate level math at N.C. State and later Mount Olive College before surrendering to his true passion — interior design.

Faith Cameron has been working with Southern Furniture Interiors for 15 years using her graphic design degree and experience to coordinate and put both elaborate and simple color plans together in a short amount of time to meet her clients needs.

At Southern Furniture and Interiors clients will find the largest collection of sample fabrics in Eastern North Carolina along with furniture, window treatments, accessories, carpet and much more.

Faith and Gene service both homeowners and businesses whether your budget is \$500 or \$5 million.

Both Faith and Gene can tailor custom window treatments, made with the help of their dedicated and talented staff at Southern Furniture and Interiors, like the

one Gene recently created for a Mount Olive client. The client has had a parade of visitors since their installation three weeks ago and Gene has been stopped while shopping in Parker Drugs and other places by people telling him how beautiful the treatments are.

Faith and Gene know the secrets to designing and with the help of their wonderful staff are able to use them for each customers request.

Southern Furniture and Design has been responsible for the interior design at more than 50 Southern Banks including their home office in Mount Olive.

Faith, Gene and their staff strive to design spaces that are both inviting to your customers but comfortable and functional for your employees and happy, comfortable employees help make for happy and loyal customers.

All of the employees at Southern Furniture and Interiors live in Wayne and Duplin counties.

With each home or business client Faith and Gene work with, they strive to bring the cutting edge of interior designs to Wayne and Duplin County.



Southern Furniture and Interiors offers the largest collection of sample fabrics in eastern North Carolina, along with furniture, window treatments and more.

The Steak Barn, located at 1324 W. Grantham St., remains one of Wayne County's favorite restaurants, even after more than 40 years in business.



THE STEAK BARN

1324 W. Grantham St. 734-3544

After more than 40 years in operation, The Steak Barn at 1324 W. Grantham St. remains one of Goldsboro's favorite restaurants, serving up the best steaks in town, just the way its founder, the late Horace Smith, intended when he opened the doors in August 1968.

Today the tradition of fine dining continues under the ownership of his daughters, Karen Adams and Kim Smith.

Over the years, The Steak Barn has grown to accommodate its expanding loyal clientele, adding more dining room and kitchen space before finally building a second floor in the early 1990s.

No restaurant in Wayne County is more popular for family, club and class gatherings. It can seat more than 300 diners and has several banquet rooms.

The restaurant, which specializes in choice ribeyes, prime rib, filet mignon, lobster, grilled chicken, baby back ribs and the finest in seafood, also boasts one of the best salad bars anywhere around, with a wide array of fresh vegetables and homemade soups.

The restaurant has all ABC permits and is a popular destination for parties and special events.

The Steak Barn offers a relaxing, family atmosphere with plenty of room for large parties and banquets, rehearsal dinners, receptions and meetings. The upstairs lounge is cozy and well-stocked for any occasion.

Although the menu is first class, the prices are reasonable — just the way Horace Smith liked to keep them.

SYBIL MURRAY REALTY

Cell # (919) 921-0019

E-mail: smurray11@nc.rr.com

Web site: www.SybilMurray.com

Sybil Murray Realty, LLC was founded by Sybil Murray on Jan. 1, 2007, with the personal goal in mind to provide superior quality service to home buyers and sellers in Goldsboro-Wayne County and surrounding areas.

Sybil has worked many years in the real estate industry, diligently assisting customers and clients with their individual real estate needs.

"I try to follow the Golden Rule and aspire to treat people the way that I would want to be treated. There is no substitute for integrity," she says.

As an award-winning real estate professional, Sybil is highly recognized for her business knowledge and expertise. Among her numerous achievements, she has served as president of

the Goldsboro-Wayne County Board of Realtors, and has been honored as Realtor of the Year for Goldsboro-Wayne County. She has a long list of satisfied client and customer testimonials.

Sybil learned the value of quality customer service early in life, when at age 12 until adulthood she operated her family-owned bar and grill business.

"My clients and customers become my extended family. It doesn't end at the closing table. When the day is done, my greatest reward is the knowledge that I was instrumental in making a positive difference in the lives of others," she says.

For personalized superior quality service, call Sybil on her cell phone at 921-0019, visit her Web site at www.SybilMurray.com or send her an e-mail at smurray11@nc.rr.com.



Sybil Murray

THADS CARPET ONE FLOOR & HOME

214 N. Spence Ave. 759-0033



Looking for some new ideas for your home? Thad's Carpet One Floor & Home not only features flooring of all types, but also offers furniture and design services that can help you create the look you want for your home. Above: Standing from left are store owner Greg Johnson, salesman Keith Horton, warehouseman Chris Watson, and store manager John Watson. Seated are saleswoman Kelly Dawson and salesman Joe Johnson. Not pictured is interior designer Phyllis Johnson.



Thad's Carpet One was established in 1981 in Wilson and opened the Goldsboro store in 2003.

The store is locally-owned and operated by Greg Johnson.

Johnson currently operates stores in Goldsboro, Raleigh and Swansboro.

The Goldsboro showroom has more than 6,000 square feet. Thad's is a full-service floor covering store with everything from ceramic to carpet, all displayed in a relaxed environment for a pleasant shopping experience. Whether you're looking for hardwoods, cork, laminate, vinyl, linoleum or area rugs, Thad's Carpet has it all. They can either install or sell cash and carry for the do-it-yourselfer.

Thad's goes beyond with home decor ranging from rugs and mirrors to a vast array of silk plants, hand painted furniture and other accessories to put the finishing touches on your home.

If it's countertops you're looking for Thad's offers a full line of hard surfaces including Granite, Quartz and other popular work surfaces.

Thad's prides itself on customer satisfaction and service after the sale. Four full-time sales people are on hand to help customers

Monday through Friday from 9 a.m. to 6 p.m. and on Saturday from 10 a.m. to 5 p.m.

Thad's also offers a play area for kids to allow its customers to shop worry free.

Thad's offers client appointments with Interior Designer Phyllis Johnson, wife of Greg Johnson. Phyllis is available for design assistance for all your color, style and flooring needs.

Thad's offers carpet, ceramic tile, hardwood, vinyl, linoleum, laminate, area rugs, custom area rugs, mirrors, lamps, silk plants and trees, hand painted furniture and unique accessories.

The employees of Thad's carpet strive to do the most satisfactory job and stand behind their work, which is why they offer full-service installation on everything they sell, and it is all backed by a lifetime installation warranty.

Thad's Carpet One not only works with retail but is capable of assisting builders and commercial customers.

With business hours six days a week Thad's is open when it is convenient for customers to shop.

Thad's plans to continue to grow and offer Goldsboro and Wayne County the very best services and always the best prices. Thad's is also eco-friendly and now offers green flooring alternatives.

3 Dog Nite owner Katelyn Geeson and cookie.



3 DOG NITE
104 S. Berkeley Blvd. 778-4495

When Katelyn Geeson was serving her country in Iraq, it was her love of dogs and a dream of returning home to work with them that kept her motivated.

Since 2007 Geeson has owned and operated 3 Dog Nite where she offers all indoor luxury boarding and doggie day care and grooming with Debbie Kraft, who came out of retirement to work at 3 Dog Nite and other groomers as well.

Come see what your dog would experience at 3 Dog Nite for yourself and make an appointment.

Not only does Geeson offer a convenient location near Seymour Johnson Air Force Base and one-on-one attention in a calm and clean environment, she offers her customers referral incentives.



Geeson met her husband in Goldsboro and the two plan on raising their family in Goldsboro where they will treat your dog like family.

"We might not know your name, but we know your dogs."

SEAN M. HAMILTON
1506-A Wayne Memorial Drive 731-4447

After spending two years in an associateship, Dr. Sean M. Hamilton decided that the time had come to open his own dental practice. Married to a Goldsboro native, he decided that Goldsboro would be the perfect place — friendly people and a growing, but not overly large, community.

Hamilton opened his office in 1999 in a building with only two treatment rooms. Today he has twice the space, and has gone from a total of two employees to six today.

They help him provide all general dentistry services, including cleaning, fillings, extractions, crowns and bridges and root canals. His office also provides dentures, tooth whitening, veneers and Invisalign braces.

Much of the work, including Invisalign, root canals and porcelain crowns and inlays, is done in-house, and can even be done in one appointment.

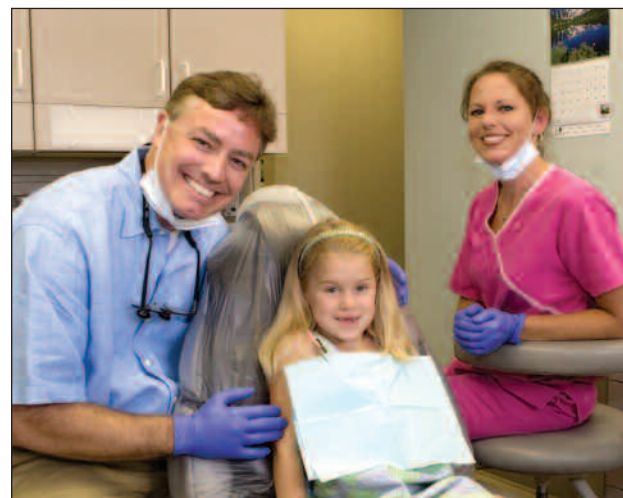
Also unique to Hamilton is his digital radiography program, designed to cut down on radiation exposure to patients.

"Our patients appreciate that we provide cutting edge dentistry in a caring and personal environment," Hamilton said.

But soon that environment will change — not the attitudes, just the building — as they plan to expand to a larger facility within the next two to three years to allow them to provide more services to patients.

But the one place that office is guaranteed to be is in Goldsboro, where Hamilton is a graduate of Leadership Wayne County, serves on its board of directors and on the Community Soup Kitchen's board of directors.

"I love living in Goldsboro and am proud to call it home," he said.



Dr. Sean Hamilton enjoys working at his office — 1506-A Wayne Memorial Drive — with patients of all ages.



Standing in front of Tony's Muffler/The Winning Inning are Haley, Tony and Landon Ginn. Not pictured is Ava Ginn.

TONY'S MUFFLER/THE WINNING INNING
114 Centura Drive 734-2228

What do you get when you cross a love for hot rods and high performance automobiles, with an equally strong love for baseball? Tony's Muffler and The Winning Inning, of course.

Located on 114 Centura Drive across from Caseys Garden Center, owner Tony Ginn hosts both a garage and a baseball practice field, as well as batting cage.

In the garage, Ginn offers Flowmaster exhaust systems and specializes in custom dual exhaust, race exhaust and catalytic converters. He also offers safety and emission inspections.

On the baseball side, Ginn recently

installed batting cages, and offers space for team practice for \$225 for twice a week for three months, and \$30 per month for individual memberships. The field, he said, will be available for team practices by the end of June.

But, Ginn said, the key to business is his exhaust shop, where he prides himself on his 14 years of experience and focus on high quality work and high customer satisfaction.

"Born and raised in Goldsboro, I treat customers like family, (and) enjoy meeting military customers."

The UPS STORE
2822 Cashwell Drive 751-8787

Scott Smith opened the UPS Store at 2822 Cashwell Drive on Feb. 6, 1995, but alternatives to the post office had been around for years.

The Mail Boxes Etc. concept was introduced in 1980 as a convenient alternative to the U.S. Postal Service offices. And through the evolution, it has continued to define and lead the business services category it created. In 2001, UPS acquired Mail Boxes Etc., and in 2003 the two companies introduced the UPS Store brand.

Today, The UPS Store is the world largest franchisor of retail shipping, postal and business service needs.

"By understanding our customer's needs and challenges we help you do more while saving you time and money," Smith says.

The UPS Store offers consumers and small businesses a wide range of products and services including, packing,

shipping, black and white copies, color copies, mailbox rentals, postal service, moving and shipping boxes, notary service, laminating and binding and fax sending and receiving.

The UPS Store was reand No. 5 among all franchise opportunities and No. 1 in Postal Business Services for the 19th consecutive year in the 2009 "Franchise 500" issue of Entrepreneur Magazine.

Smith says the success of his store is a result of world class customer service. And he is still striving to create greater competitive differentiation in the marketplace to attract new customers while continuing to sell more pack jobs to existing customers. Coming soon, the UPS Store will offer online printing, a new and exciting document service application that will allow customers to upload their printing jobs, 24 hours a day, 7 days per week, via the web.



Owner Scott Smith, left stands with his associates Amy Wood, Brittani Ellis and Taryn White in the copy area of The UPS Store located on Cashwell Drive where they can assist you with not only your black and white copy needs, but color copies and printing services too.

VILLAGE DECORATING CENTER

105 N. Center St., Mount Olive 658-6541

Village Decorating Center was established in 1979 by Mary Miller.

The center started out as a paint and wallpaper store but has expanded to offer custom window treatments and bedding, upholstery, custom framing and wallpaper and has added a new service for their customers — alternations both of clothing and window treatments.

The firm will also take down,

clean and reinstall window treatments for their clients.

For those who have a hard time visualizing what their windows could look like, Village Decorating Center has the largest selection of window treatment styles on display in the area.

Come by today or call us for an appointment. We gladly do in-home consultations.



The experts at Village Decorating include, from left, standing: Elizabeth Hood, Jean Holmes and Annie Bowen; and seated, Mary Miller. They are ready to help you transform your home.

Ashley Grimes is shown outside Waller Hardware, which is located at 101 W. Pollock St. in Mount Olive, where he and his wife, Cashie, know just about everybody who comes in the door.



WALLER HARDWARE

940 N. Breazeale Ave., Mount Olive

658-5516

Waller Hardware, previously at 101 W. Pollock St., now at 940 N. Breazeale Ave. in Mount Olive, is the kind of store where the owners and operators — Ashley and Cashie Grimes — know almost every customer by first name.

It's that type of atmosphere, along with devotion to quality, that has made the business a success since it first opened in 1975. Ashley and Cashie, who took over the business three years ago, say they plan to keep it a family-owned and operated business, where customers can not only find the items and materials they need but also a friendly smile and experienced advice to help with most any problem.

Waller Hardware specializes in lawn equipment sales, service and parts, general hardware and firearms.

But customer service is what Waller Hardware really sells. And customers across southern Wayne

County and northern Duplin have come to expect that when they walk through the business's doors.

Ashley Grimes serves as president of the company. He says one-on-one, friendly service is what customers want and that is what they strive to give them. A wide variety of inventory helps ensure that customers can find what they need when they need it.

Grimes wants to expand the business to meet his customers' constantly changing needs and to keep up with the newest products. Maintaining superior quality goods as well as superior quality expertise with an interested, knowledgeable and friendly staff is the key to a small business's success, he says.

For the Grimes family, there is no better place to run a business. Working amid friends and family, providing a service that helps neighbors and getting a chance to make new friends daily — that's a lifestyle, not just a business. Come see us at our new location.

WILBER'S BARBECUE

4172 US 70 East 778-5218

There's a little ol' place on Highway 70 East that has brought Goldsboro fame and fortune. Well, at least a little bit of fame and, according to the owner, Wilber Shirley, it's a "non-profit business which has been around for 45 years." Wilber's Barbecue, established by Shirley on July 24, 1962, has become an institution in Wayne and surrounding counties. Shirley learned the barbecue business as a "young fellow" working as a "hired hand" at Griffin's Barbecue. Since that time, he has opened Wilber's Eastgate, which serves the same famous barbecue as the original. Wilber's Barbecue is proud to have served two presidents, George Bush and Bill Clinton. Clinton has even been photographed wearing a Wilber's hat while jogging.

Both Wilber's restaurants serve up the finest barbecue pork, fried chicken and barbecue chicken, country ham

and seafood. Plus they feature daily specials like chicken pastry, fried fish and barbecue beef. Wilber's hushpuppies, another Southern delicacy, are the best in town and served piping hot with every meal. If you're pressed for time, call ahead to 778-5218, and Wilber's will prepare your meal for take-out.

Diners enjoy a down-home, relaxed atmosphere with plenty of friendly camaraderie. Shirley brags about their "good service... most of the time!" Of course, you're likely to bump into Shirley or one of the family during lunch or dinner at either location.

Shirley looks forward to "working hard" and continuing to serve up delicious world famous barbecue to all his visitors from every corner of North Carolina and beyond. So keep in mind, there's always a seat waiting for you at Wilber's Barbecue.



Standing below the Wilber's sign are three longtime managers — Jamie Summerlin, more than 20 years; Dennis Monk, more than 30 years; and Eddie Radford, more than 45 years.

WOOTEN DEVELOPMENT COMPANY

611 S. George St. 734-1357

Founded in 1927 as an oil jobber by Sterling D. Wooten, Wooten Development Company has been a family and locally owned member of the Goldsboro business community for over 80 years.

Wooten Development Company develops and manages commercial real estate properties throughout eastern North Carolina. The company leases land and stores to The Pantry, Family Dollar and Dollar General. Our newest Dollar General store will open this Summer at the intersection of Highway 13 and Tommy's Road. Locally, Wooten Development Company manages Pinewood Plaza, Memorial Plaza, George Square and Parkway Place I and II.

A sister company operates Oak Brook Apartments,

LLC, which is the Oak Brook apartment community at 700 Spence Ave. These 100 apartments are considered to be one of the premier apartment communities in Goldsboro and Wayne County.

Wooten Development Company, now serving as a corporate sponsor, founded the Wayne Community College Foundation Scholarship Golf Tournament that has completed 16 successful years in which \$700,000 has been raised for scholarships for students of Wayne Community College.

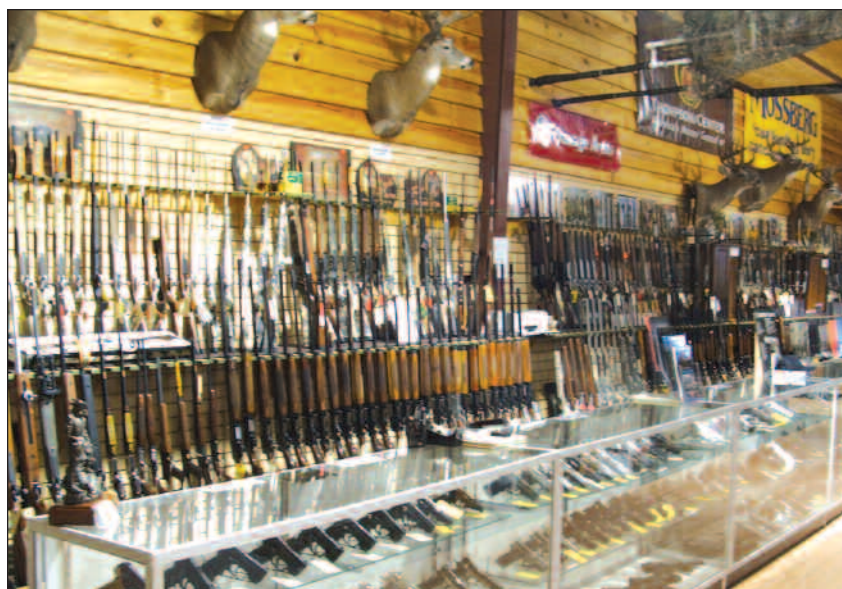
The management of Wooten Development Company includes Dillon Wooten, President, Rick Sumner, Vice President and Jorge Seiglie, chief financial officer.



Wooten Development Company manages Parkway Place, pictured, but also other developments locally including Pinewood Plaza, Memorial Plaza and George Square.

WT's Guns & Indoor Range

115 Centura Drive 735-4441



Come by Monday through Friday 10 a.m. to 6 p.m. or Saturday from 9 a.m. to 4 p.m. and take a look around the store and shooting range and meet the friendly and knowledgeable staff or visit www.wtsguns.com. To thank our customers for their continued support, we are having a large sale on many shotguns, rifles and all arsenal guns. Look for the "Red Tag" on these guns. Take advantage of the savings. Thanks again for being "our" customers.

Wilburn Rutledge (WT) established WT's Guns in 1989, and from there has developed a sincere love for hunting and outdoor recreation. Although very small at that time, we have grown to a very large retail store, thanks to you, our customers.

Now, managed by his family, WT is accomplishing what he really enjoys, a desire to share his love for the outdoors with all of the customers of Wayne and surrounding counties.

For Wilburn Rutledge, his love for the outdoors and family came together in 1992 when WT's Guns and Indoor Range was founded on Centura Drive.

Featuring an indoor shooting range and concealed/carry classes twice a month, WT's is a destination for gun and outdoor enthusiasts.

WT's also carries hunting supplies, firearms,

ammunition, clothes, shoes and bows in its 11,000 square feet of space. All in all, WT's has the largest in-stock selection of firearms in the area.

But that's not all; additionally, WT's offers gunsmith services and archery setup and accessories.

Most important, though, Rutledge said is his store's friendly atmosphere — one that can only be accomplished by a family owned business.

Still, he credits his success not to anything he or his family does, but to the people who shop at his store.

"The best customers anywhere. Wayne and Johnston counties are where we work, live and raise our families — the best place to have a business in North Carolina," he said.

