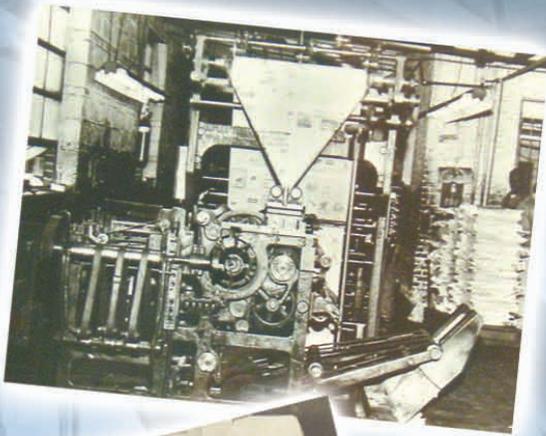




A tribute to
FAMILY
and
LOCALLY OWNED BUSINESSES

The Goldsboro News-Argus is celebrating its 125th Anniversary this year!



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 jewelry store that specializes in a full line of quality fine jewelry at very affordable prices.

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 the largest selection of sterling silver jewelry in the area, along with designer silver lines the Roc Collection and Lyric.

Alan Sutton Jewelry offers a wide variety of watches by Pulsar, Citizen, Seiko 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.

Customers in need of jewelry

repair can take comfort in Alan's 26 years of experience. Alan Sutton Jewelry is one of only a few area jewelry stores that can handle any needed repairs to jewelry repertoire in house where Alan does the jewelry repairs himself.

Service is a hallmark at Alan Sutton Jewelry from jewelry and stone selection education to full service jewelry repair department.

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.

Because the Suttons believe in service after the sale they strive to help customers with a lifetime of jewelry purchases, not just that perfect engagement ring.

But, if an engagement ring is what you're shopping for, 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.

Let Alan explain the four C's and help you compare and contrast



Alan Sutton, and his wife, Jeannie, take pride in helping their clientele find their perfect, diamond ring, necklace, pendants and other jewelry purchases of any type.

different quality grades to find the stone your heart desires and your pocketbook can afford.

"We don't just show you one diamond and encourage you to purchase the first stone you see," Sutton said. "We offer many

choices for you to select that perfect one."

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.

Alan Sutton Jewelry also offers engraving services and free gift wrapping and ear piercing.

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 standard 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,

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.



The staff of Carolina Overhead door, from left, Connie Humble, Pete Howes, Scott Gibson, Craig Smith, Jeff Wolfe, Joan & George Wolfe and, kneeling, Yaniel Martinez and Jason Richardson.

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.

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 Jillian 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."



At The Bridal Gallery, owner, Dana Southerland, Jennifer Creel and Brook Overton can assist you with all your wedding or formal attire needs.

Cartridge World of Goldsboro

1209 D. Berkeley Blvd. • 778-6552

Jeff Neal and the staff of Cartridge World of Goldsboro enjoy providing customers with the lowest prices on ink in town.



Jeff and Cheryl Neal opened Cartridge World of Goldsboro on Berkeley Boulevard in November of 2009 after retiring from the military to offer better service options to the community.

The company re-manufactures and refills ink and toner cartridges, a practice that saves people between 30 to 50 percent compared to buying a new cartridge.

Our mission is to provide our customers with a cost-effective, environmentally friendly, alternative to continually purchasing new printer consumables. We are committed to delivering products that are the highest quality, while providing great customer service to go with them.

Cartridge World offers free pick-up and delivery for qualified businesses and also carries popular pre-filled printer cartridges. Customers can bring in their empty cartridge and get a pre-filled cartridge or

come in and have their cartridge refilled.

The store refills black and color cartridges, photocopier, postage and fax machine cartridges and provides printer and computer repair.

All of Cartridge World's products come from North Carolina," Neal said.

"We also make sure that everyone is 100 percent satisfied," he said. "If not, you do get a full refund, no questions asked."

"I've lived here for 15 years and this became home," he said. "I wanted to bring something to Goldsboro we didn't have, something that was unique."

Cartridge World offers discounts for bulk purchases and to teachers.

We would like to thank all of our customers for your continued support.

Looking for a place to get plants for your garden, and tips to help you do your yard-work 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.

Chevrolet Cadillac of Goldsboro

3300 U.S. 70 Bypass East • 751-2200

Chevrolet Cadillac of Goldsboro (CCOG) has been serving Wayne County and the surrounding areas since 1994 as an automotive leader and a community supporter. CCOG is a full service dealership with exceptional Sales, Service, Parts, and Body Shop Departments. Our non-commissioned Product Consultants are here to help you, not sell you! You'll get our absolute lowest price on new and pre-owned vehicles posted right on the vehicle with no haggling necessary. You pay what your neighbor pays! This is what our customers tell us is "A Better Way."

CCOG's Service and Parts departments are staffed with factory certified technicians and parts consultants. We carry a full line of GM and

ACDelco parts for your automotive needs. Our Body Shop is a direct repair facility for most insurance companies, making it an easy one stop shop when having your vehicle repaired.

"After 16 years serving Wayne County and the surrounding areas, I know our team will work hard to meet the highest of expectations that have been set for our organization," commented Paul Benton in CCOG's recent e-newsletter which is free to anyone who wishes to subscribe. Informative articles, local coupons and community events are just some of the features listed in the monthly newsletter. You can subscribe online at www.cco.com.

The dealership also continues to find ways to participate in the community. Some of the



signature events that CCOG sponsors are Shoes for Kids, American Red Cross Blood Drive, Disabled American Veterans Car Show, and Coffee on Us. This year we also included Pig in the Park.

Visit us in person at 3300 Highway 70 Bypass East, Goldsboro or online at www.cco.com. Our store hours are:

- Sales is open Monday - Thursday 8:30 a.m. - 8 p.m., Friday 8:30 a.m. - 7 p.m. and Saturday 8:30 a.m. - 6 p.m.
- Service and Parts are open Monday - Friday 7 a.m. - 6 p.m. and Saturday 8 a.m. - 5 p.m.
- The Body Shop is available Monday - Friday 7 a.m. - 6 p.m.

The friendly staff of Coor's Pharmacy can help you with all your pharmaceutical needs.



Coor's Pharmacy

1103 Wayne Memorial Drive • 919-735-0400

Coor's Pharmacy is an independent pharmacy and medical supply store.

Founded in April 1993 by Larry and Clyde Coor, Coor's Pharmacy is now owned by Chip Ellison. Chip had previously worked with Larry at Kerr Drug before beginning at Coor's part time in 1999. He bought the business in 2006 when Larry and Clyde retired to go fishing.

Coor's was the first pharmacy — and the only independent pharmacy — in Goldsboro to offer drive-thru service. Customers can also e-mail refill requests to the pharmacy through the website www.coorspharmacy.com. Chip and his staff pride themselves on being the fastest pharmacy in town, according to their customers, while also taking the

time to counsel customers about their prescriptions. They also have some of the lowest prices in town, especially on those drugs that are not on the mega stores' discount lists.

The pharmacy accepts Medicaid, Medicare, Medicare D, Tricare, N.C. State, Blue Cross and many other insurance plans.

In addition to prescriptions, Coor's also sells home health items such as hospital beds, walkers, wheelchairs, crutches and bedside commodes, as well as a full line of diabetic supplies.

Pharmacy technicians Diane, Megan and Dana and Pharmacists Chip, Jo, Josie and Larry enjoy helping the people of Wayne County and look forward to continuing to meet the needs of their customers.

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. Their 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



The staff of Barnes Jewelers, from left, front row, Ashley Lanier, Stephen Barnes, Sherll Barnes, Doyce Barnes, DeAnn Lear, and back row from left, Scott Smith, Sue Kearney, and Glenn Coltrane enjoy helping customers find the perfect gift.

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, Lorenzo, Vyanna, Bezamme and variety gem, just to name a few. As authorized dealers for Seiko, Pulsar and Swiss Army, 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 exemplifies the professionalism it takes to stand out in the jewelry industry. The staff consists of Stephen Barnes, master graduate gemologist (JG/GIA) and graduate gemologist (GIA), Glenn Coltrane, graduate gemologist (GIA), Scott Smith, accredited jewelry professional (GIA), Sherll Barnes, Sue Kearney, DeAnn Lear and Ashley Lanier.

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. Visit Barnes Jewelers online 24/7 at www.barnesjewelers.com or check them out on Facebook at Barnes Jewelers of Goldsboro.



Daniels Furniture

200 U.S. 117 N. Bypass • 736-1972

It isn't hard to find a quality piece of furniture at the right price at Daniels Furniture & Appliance.

With more than 60,000 square feet of showroom, one of the largest in eastern North Carolina, their friendly staff can help you find the piece that will add that perfect touch to any home decor.

Daniels Furniture & Appliance, was established in 1989. President is Bryan Daniels. Faith Radford is vice president, and Debbie Daniels is secretary.

The business got started when Lonza Daniels and John Narron formed The Furniture Hut in 1972.

Daniels bought out Narron's half in 1989 and created Daniels Furniture.

The company offers quality furniture, bedding and home furnishings, which include items to add a little spark to a room like lamps and pictures.

And providing quality products at great prices has paid off, too.

The Daniels family has added on to the facility four times in the past 11 years. And to continue to offer the selection their customers deserve, they are always adding new products to the lineup.

But even though its showroom is large, Daniels Furniture & Appliance is a true family business.

"Every day, someone from the Daniels family is on-site and available if needed to make our customer's buying experience the best possible," Daniels said.

He says over half the company's business comes from customers recommending Daniels Furniture to their friends.

"That is our one of the main reasons we strive to provide nothing but our best when it involves customer service," he says. "Treating customers like family is easy because Goldsboro is our home. Customers, both new and old, feel comfortable shopping with us, because we are a hometown business."



Don't worry about coming to the 60,000-square-foot showroom at Daniels Furniture. By the time you leave, you will be part of the Daniels family, say Bryan Daniels and Faith Radford. It is that commitment to their customers that has kept their business thriving for decades.

Eastern ENT Sinus & Allergy Center

2707 Medical Office Place, Goldsboro • 735-9146

Eastern ENT Sinus and Allergy Center, P.A. was established in 1978 as Goldsboro ENT Associates, P.A. and evolved into Eastern ENT Sinus and Allergy Center, P.A. in October of 2001 to reflect our larger service area.

Dr. Daniel Whitley, Jr., F.A.C.S., was born and raised in Stantonsburg, N.C. He attended East Carolina University School of Medicine and completed his residency at Duke University where he was chief resident his final year. He joined the practice in 1988 and is its senior partner.

Dr. Michael D. Johnson, F.A.C.S., was born and grew up in Washington, N.C. He attended medical school at the University of North Carolina and finished his residency at the University of Connecticut. He joined the practice in 1993.

Dr. J. David Cunningham, F.A.C.S., comes to North Carolina from Philadelphia, Pennsylvania, where he was born. He attended Jefferson Medical College of Philadelphia and completed his

residencies at Bryn Mawr and Thomas Jefferson University Hospitals. He joined the practice in 2001.

The practice includes general otolaryngology and sub-specialty interests including: head and neck surgery, sinus surgery, otology, audiology with hearing instrument dispensing, ENG/ABR, Otoacoustic Emissions, allergy testing and treatment, videostroboscopy and speech evaluation, Somnoplasty and sleep diagnostics and CPAP dispensing.

The practice consists of three primary locations with adjoining Sleep Diagnostic Centers in Goldsboro, Morehead City and Clinton.

The staff of Eastern ENT takes pride in serving the community where they live and work. "We are happy to be your one source for ear, nose, throat, sinus, allergy, voice and sleep problem care." For information about Eastern ENT Sinus & Allergy Center call 735-9146.



Dr. David Cunningham, Dr. Daniel Whitley, and Dr. Michael D. Johnson are board certified physicians able to care for your Ear, Nose and Throat health needs.

Deacon Jones Family of Dealerships

Goldsboro, Smithfield, Kinston, Fayetteville, Princeton • www.speakindeacon.com

Mr. Deacon Jones opened his first dealership back in 1970, in Princeton, North Carolina. Princeton is still home to the Deacon Jones family as well as the Deacon Jones Clearance Center. In 1978, Deacon Jones Buick Pontiac, Inc. was established and began operation on Market Street in Smithfield. In 1985, Deacon Jones Auto Park opened, adding Chrysler and Dodge brands and grew into the facility we are all familiar with today, housing over 1,000 vehicles at 1115 North Bright Leaf Boulevard. Over the years, several other stores have become a part of the Deacon Jones family of dealerships; Deacon Jones Ford, Lincoln Mercury, Deacon Jones Nissan and Deacon Jones Kia in Goldsboro, Smithfield Preowned of Selma, and Deacon Jones Pre-owned Super Stores are located in Kinston and Fayetteville.

Mr. Jones built his business on Christian values and lived his professional and personal life by those values every day. He loved people and enjoyed helping others, often times he helped many causes anonymously; even his family was unaware of much of his philanthropy. He worked very hard to serve the people of Eastern North Carolina and was an iconic figure to the automotive industry. Deacon continued to work closely with his two sons and daughter up until his passing on January 2nd of 2010. In fact, he was often seen at the dealerships regularly working with employees, assisting and befriending customers. It was his favorite pastime. Deacon Jones's daughter Tina Jones Winborne has worked with the dealerships for the past 19 years, and both his sons, Dale Jones and Ken Jones have been directly involved in the stores for the past 29 years. Today, the three siblings continue to carry on the values and work ethics set in place so many years ago. These three are committed to offering The Next Generation of Excellence and Integrity.

When you drive by the Deacon Jones Auto Park in Smithfield, you may notice a few changes. Chevrolet (formerly Smithfield Chevrolet) has moved next door with Buick, GMC and Cadillac. The Chrysler, Dodge & Ram brands are located in the same location as the Jeep franchise. According to management at the Deacon Jones Auto Park. This move took place in order to serve Deacon Jones customers better, making it easier for them to shop and service their favorite GM and Chrysler Group brands. But



Dale Jones, Ken Jones and Tina Jones Winborne stand in front of the GM showroom of Deacon Jones Auto Park in Smithfield.

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

there is another reason for the shift.

According to Ken Jones, "It is important that we honor my father's "vision" for these stores. This move was one step towards the opening of our much anticipated Deacon Jones Regional Preowned Mega Center. Consolidating our franchises and combining our two large pre-owned inventories (from Deacon Jones Auto Park and Smithfield Chevrolet) allowed us to form one large Regional Mega Center. Deacon Jones Import Center is also part of the Regional Mega Center and will continue to be one of Eastern North Carolina's only Preowned Import Centers and will remain at its current location of 1130 North Bright Leaf

Blvd. in Smithfield."

The all new Auto Park employs approximately 100 people. 16 current Auto Park employees have been with Deacon Jones for 15 years or more. "I couldn't be more proud of the staff we have, at all of our locations. We owe our longevity to the outstanding Deacon Jones team," said Ken Jones of Deacon Jones Automotive. Much of the group's success can be attributed to dedicated employees, the entire Deacon Jones staff are focused on giving each and every customer outstanding service with each and every visit. Deacon Jones Auto Park is Johnston County's exclusive AAA new car dealership and auto body shop.

The Deacon Jones Automotive family has plans to continue to grow with a renewed commitment to excellence for their customers. Their primary focus is to provide the people of Eastern and Coastal North Carolina a place to take care of all their vehicle purchase and service needs. This automotive family is a big part of the community and

plans on maintaining their legacy for generations to come.

Deacon Jones Auto Park Sales Department is open Monday through Friday 9 a.m. to 8 p.m., and Saturdays 9 a.m. to 6 p.m. Remaining closed on Sundays to honor our Lord and Savior. Located on 1115 North Bright Leaf Boulevard. For questions or to set an appointment call: 800-673-9875, or visit www.SpeakinDeacon.com.

Deacon Jones Auto Park is Johnston County's exclusive AAA new car dealership and auto body shop.





Founder Leo Daughtry, left, and President Eddie Christian.

Daughtry Jewelers Berkeley Mall • 778-5999

Leo Daughtry has been in the jewelry business for more than 64 years. After returning from World War II, he started working at a jewelry store on Center Street. A few years later, in 1965, he founded Daughtry Jewelers.

It is the way jewelry makes people feel that made Daughtry get into the business. "When people give and receive jewelry for any occasion, it makes them feel good, it makes them smile," he said.

For Daughtry Jewelers, it is their service that sets them apart. "We take pride in the satisfaction of our customers," he said.

Daughtry's tries hard not to let a customer walk out unsatisfied. "There are no problems — only solutions" is our motto.

Those solutions bring the smiles that we love to see, and of course, the smile mostly comes from a girl receiving a diamond for her left hand or a woman receiving an anniversary gift.

"It makes us feel great to see excited couples picking out their engagement rings and wedding bands," he said.

But their clientele is not strictly the younger generation, and it's not just the older generation either. Most of the time, three or four generations come to Daughtry's store to buy their jewelry.

"Wayne County is home, and we love the people here," he said.

Daughtry's Jewelers specializes in diamonds. They educate their customers on sizes, grades, clarity and cuts available for diamonds and other gemstones. They can also customize and design mountings for engagement and wedding rings, anniversary rings and fashion jewelry. Special orders are also available.

Experience and expertise are a hallmark of the services offered at Daughtry Jewelers with company president Eddie Christian having started working for Leo Daughtry in 1977 and assuming his current role as president in July of 2008.

Eddie received his diamond and diamond grading certificates from the Gemological Institute of America in August of 1982. He offers written appraisals on all diamonds sold to make sure that their customers know the quality of the jewelry they are buying.

Besides custom jewelry and loose diamonds, Daughtry's store carries a large selection of beautiful name brand jewelry including watches.

And, just to add to their service-driven attitude, Daughtry's offers in-store charge accounts with no money down and layaway, as well as gift wrapping with any purchase.

Dream-Makers Sleep Center 1091 N. Berkeley Blvd. • 778-3340

Dream-Makers Sleep Center was purchased by Bruce Weisiger in 1989 when the store sold only waterbeds. Since then, with the help of his wife Becky and his children, James and Will Weisiger and Sharon Froehlich, Dream-Makers has expanded to carry a full line of bedding, conventional mattresses, memory mattresses and latex mattresses, as well as its original waterbed products.

And while Dream-Makers also carries furniture for every room in the house, it still specializes in mattresses and bedding. Its mattress lines include American Bedding, Restonic, Thera-pedic, Imperial Bedding and Tempur-pedic. It also offers Furniture Traditions, an exclusive line of solid, hardwood bedroom furniture. James and Sharon hand select all their mattress varieties and bedroom suits on the floor.

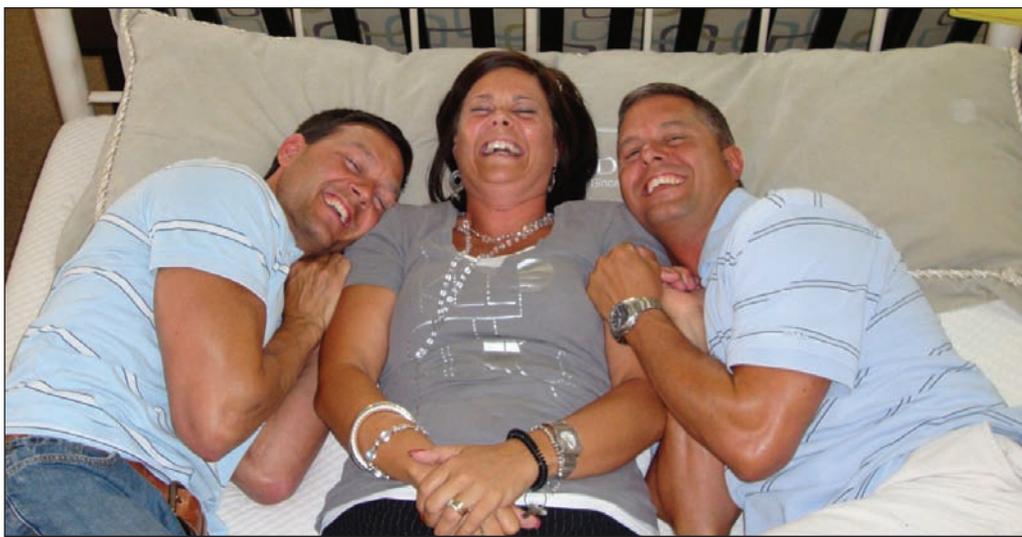
Dream-Makers also prides itself on its willingness to deliver and set up furniture in the home to make sure everything is done to the customers' satisfaction.

But that's not all that Dream-Makers offers.

Dream-Makers also is known for its three tanning salons — all opened since 1998 — with their full line tanning and Mystic spray tan booths, and more expansion and bigger beds planned. One salon is located beside its mattress store on Berkeley Boulevard. The other salons are located at 485 Buckswamp Road and 807 Hardee Road, Kinston. For more information about tanning, call 778-3340.

Come tan at any of the three secure, friendly, relaxing and hygienic locations.

Bruce and Becky say they plan to continue operating and growing their business in Goldsboro with the help of their family. Having grown up just two miles from the Berkeley Boulevard location, they try to show their love for Goldsboro through their appreciation and support for the military, as well as their efforts to support local churches, schools and non-profit organizations.



The Weisiger siblings, Sharon Froehlich, James & Will Weisiger and their family are proud to offer the highest quality bedroom furniture and mattresses as well as tanning in their three state of the art tanning facilities. Come visit Dream Makers Sleep Center's vast selection to help you get a good night's sleep.

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.



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.

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, Annie's, Easy Street, Trotters, Life Stride, Hushpuppies, J. Renee and Dansko. 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 and safety shoes for men and women. The store recently added Skechers to its inventory. 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 47 years, the store has been doing just that. In 2006 the store 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.

Fasteners Supply of Goldsboro

1219 S. U.S. 117 Bypass • 919-735-7072

Since their purchase of Fasteners Supply in 1997, Phil and Rhonda Grubb have owned and operated the 29 year old business, offering the widest selection of fasteners in the area and a large variety of industrial and safety supplies.

From Grade 5 or 8 fasteners to metric and stainless steel fasteners, if you need it, Fasteners Supply carries it. With a large volume of inventory in stock, Fasteners Supply has what you're looking for now.

And if you're not quite sure exactly what you are looking for to solve a problem or finish a project, the knowledgeable and friendly

staff at Fasteners Supply offers customer service that is second to none.

Fasteners supply also carries drill bits for wood, metal and concrete, an array of anchoring systems, chain and chain hardware as well as safety items and strobe lights. The store is always expanding its offerings and is particularly proud of its growing line of safety items.

Much of the Grubb family calls Wayne County home with two of the three Grubb children and two grandsons all residing in the area.

The family is proud to call their neighbors their most valued customers.



Dale Herring, Phil Grubb, Ryan Grubb, and Christin Grubb (not pictured), stand ready to help you with all your fastener needs.



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."

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 50 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.

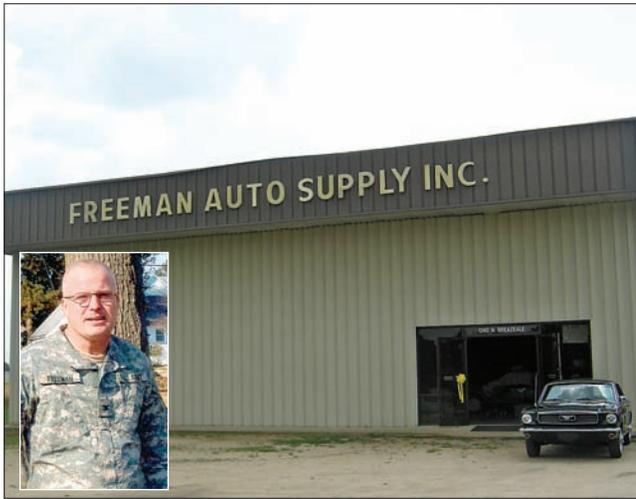
Because they are also longtime residents, the Frederick's family supports their community — including local school and church music programs as well as the local Council for the Arts.

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.

Vernon Freeman and his staff at Freeman Auto Supply located in Mount Olive can assist you with any of your car repair or maintenance needs.



Freeman Auto Supply Co. Inc.

1260 N. Breazeale Ave. • 658-3841 or 658-4697

Freeman Auto Supply Co. Inc. offers full service auto repairs and maintenance services.

From engine repairs, brake service and engine rebuilding to air conditioning Freeman Auto Supply Co. Inc. can handle all of your vehicle needs.

Freeman Auto is also a state inspection location.

Established in 1955 by Floyd Freeman, a traveling battery salesman the business first opened on Center Street, then moved to Main Street and is currently at the Breazeale Avenue location since 1986.

Owner Vernon Freeman and his staff, parts manager David West and mechanic Wesley Broggi have 75 years of automotive experience.

At Freeman Auto Supply they care about the details, always taking extra care to be sure repairs

are done as inexpensively as possible, but done right.

Freeman cares about its customers and treats each individual with down home, sincere, old-fashioned honesty and courtesy.

As the economy struggles drivers need a reliable service provider like Freeman's to make trust worthy repairs.

Vernon Freeman was raised in Mount Olive and is raising his family in town. Having someone you know and trust means a lot when it comes to caring for your vehicle, he said. Vernon also serves his country in the National Guard. In his absence for military service, his employees take excellent care of the business' many loyal customers.

From the Heart

625 F Berkeley Blvd. • 919-778-7399

Since July of 2007 Debbie and Skeet Talton have owned and operated From the Heart, a store specializing in unique gifts and merchandise.

The store carries a full line of tin signs, flags, pocket-books, jewelry and personalized Christmas ornaments.

From the Heart is a girly store at heart, with lots of polka dots, vinyl initials and cute license plates. New to the store is the Dixie Outfitter shirt line for both guys and gals.

Come enjoy the sound of beach music and the squeak of the rustic wood floor beneath your feet as you shop while the aroma of popcorn and fresh baked cookies fills the store.

"We always listen to our customers and focus our merchandise on items customers say they are looking for," said Debbie and Skeet.

The couple says they are not better than their competitors, they just carry different items. They are

always willing to suggest another local store for their purchase if they do not have the merchandise a customer is looking for.

But it's unlikely you won't be able to find something you like since the store has grown from a kiosk in the mall at Christmas, to a permanent location in the spring of 2007. From the Heart opened with 2,300 square-feet before expanding to its present size with 4,600 square-feet of merchandise to browse.

Browse through the old timey candy, smell freshly popped popcorn, have a homemade cookie while you have an ice cold Coke in a glass bottle. This will take you right back in time. Skeet and Debbie are both Wayne County natives and strongly support Berkeley Mall. "We appreciate all of the customers that come out and shop at the mall. We attribute our store's success to loyal customers and outstanding employees," they said.



From left, Christin Byrd, Dee Lacata, Randy Netherton, Debbie Talton, Becky Earp are happy to help you find something to give From the Heart.

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 and have been No. 1 for the past three years.

Ricky's daughter, Jessica Grady Grant, is the general manager. After graduating from East Carolina University in 2003, she began working with the family business in 2005. Debbie House is the office manager and has an extensive background in the manufactured housing business as well as the banking industry. Combined, Ricky, Jessica and Debbie have more than 50 years experience with factory-built homes, making them the perfect choice for a potential homeowner who needs some help finding the most home at the best price for their money.

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 Heat pumps, Goldsboro Homes dedicated crew will make sure the job is done right.

For those wanting custom work like two-car

garages, covered porches and many other add ons, Goldsboro Homes can make your home the best on the block.

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.

To further assist you in your home buying experience, Goldsboro Homes Real Estate, owned by Sandra Grady, is where the needs of the client always come first. Sandra can help you with any home buying decisions whether it is factory built, site built or a land purchase. Sandra specializes as a buyers agent 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. She is located in the same office as her husband and daughter at Goldsboro Homes so it really is a big family business! Give Sandra a call; she is just waiting to go house hunting with you. We can help with all your housing needs, all under one roof.

If honesty, integrity and Christian values are important to you, then Goldsboro Homes and Goldsboro Homes Real Estate is the right place for you, so come see us for all your housing needs.

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

Jessica Grady Grant, general manager of Goldsboro Homes, and the staff of Goldsboro Homes Real Estate stand ready to help you with all your housing needs and look forward to being a part of making your dream of owning the perfect home come true.

The Grantham family is proud to own and operate Grantham Supply, your only stop for all your hardware, equipment and rental needs.



Grantham Supply Inc.

3396 U.S. 13 North • 919-689-2985

Since 1947 the Grantham family has owned and operated Grantham Supply, offering the community helpful, friendly and knowledgeable service.

What started as a country store owned by Harold and Viola Grantham, has been passed down through the family's generations to Jim, Brenda and Ted Grantham and Beverly Anderson.

With a True Value hardware store, rental equipment and a small engine repair shop, Grantham Supply can meet all your home hardware and power equipment needs.

Offering a wide variety of equipment including Grasshopper and Hustler mowers, Echo power equipment, Briggs & Stratton, Kohler, Kawasaki Honda and Tecumseh engines, the store is sure to

have the equipment and tools you need for any job. And should you need a repair or maintenance performed on any of these brands, Grantham Supply can assist you.

If there's a project you don't have the tools to do yourself, Grantham Supply's Just Ask Rental services can help outfit you with the equipment you need for any do-it-yourself project. Have a question about rental equipment or how to do a project? Just ask. The knowledgeable staff is happy to provide you with expert insight on do-it-yourself projects.

As the community grows and expands, so to does Grantham Supply.

The store now offers a deli and Pizza Inn Express in the convenience store.

K&B Pools & Spa

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

When you shop with 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, along with their daughter, Kayla Smith, P.J. Flowers, Junior Edmondson and Tony Godwin, they 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 pocket-books, jewelry, sunglasses, garden flags and new this

year, Greenleaf fragrances, which include candles, room spray, sachets and reed diffusers.

What makes K&B Pools & Spas special is family- and faith-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 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.

"We are truly blessed every day we come to work."



The staff of K&B Pools, from left, Kenny Smith, Junior Edmondson, Tony Godwin, front row Beth and Kayla Smith and P.J. Flowers enjoy helping customers make the most of their personal pools or spas.

Immediate Care

2604 Medical Office Place • 580-0004

For "Medical Care When You Need It Most" Wayne County residents can turn to Immediate Care of Goldsboro across from Wayne Memorial Hospital.

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.

• Did you know Immediate care has been treating patients urgent medical needs since it first opened its doors at its current location in 1997?

The facility is staffed by the same physicians who treat patients in Wayne Memorial Hospital's Emergency Room. Many of the physicians who treat patients at Immediate Care have been responsible for the care of Wayne County patients for decades.

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

Assisting the staff of excellent doctors at Immediate Care are numerous Physician Assistants. On staff at Immediate Care since 1998, PAs are licensed health care professionals who practice medicine as a part of a team directed by the doctors at Immediate Care.

"Our Physicians Assistants are an



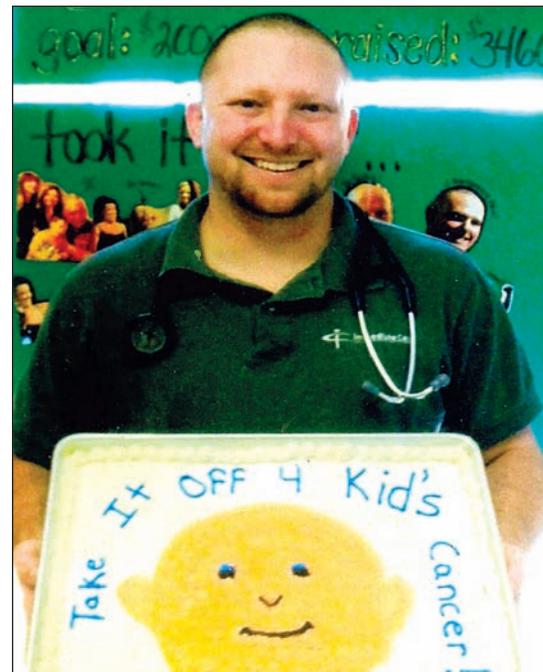
indispensible part of our care to the community."

• Did you know PA's can conduct physical exams, diagnose and treat illness, order and interpret tests, develop treatment plans, write prescriptions, counsel patients on preventive health care measures and assist physicians in medical procedures?

Each PA is licensed by the state medical board and has clinical experience in areas of medicine including family medicine, internal medicine, OBGYN, pediatrics, geriatrics, emergency medicine and much more.

Whether treated by a physician or a physician assistant, patients can expect high quality medical care for acute illnesses and injuries when treated at Immediate Care.

• Did you know 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.

• Did you know 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

The staff of Immediate Care prides itself on not only caring for the community, but in being active participants in community events and giving back to the community as well.

A team of staff members ran in the Community Soup Kitchen's 5K run.

Physicians and physician assistants shaved their heads to raise funds for the St. Balderick's Foundation for children's cancer research.

Immediate Care is a proud sponsor of March of Dimes, United Way, Red Cross and other charitable organizations.

best possible care and service to their patients.

• Did you know Immediate Care is open seven days a week to 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.

Jackson & Sons

2330 Indian Springs Road, Dudley • 919-734-9611

In 1974, when Woodard Jackson started his air conditioning business out of his garage, he couldn't have imagined that one day Jackson & Sons would become Wayne County's leading air conditioning sales and service company.

With only three employees, all Woodard had was dedication to customer satisfaction, and unshakable faith. Both paid off.

Soon Woodard's sons, Danny, David and Craig, began working in the business.

In the early 1990s, under Danny and David's guidance, Jackson & Sons grew by concentrating on repairs and system replacements. Still a family business, today Jackson & Sons has grown to over 40 co-workers in 22,000 square feet of office and warehouse space.

"All Jackson & Sons co-workers are like part of our extended family," said David.

"We all share the same commitment to excellence in both the workplace and the community." And that commitment is being passed on to the next generation.

David's son, Josh, has been working



at Jackson & Sons for the past couple of summers, and now that he's sixteen, "he'll be working anytime he has a spare minute," said David.

Josh plans on completing his education, then coming back home to join

the business. But he knows it won't be a cushy job. "They'll start me at the bottom. I'll have to earn my way higher — just like everybody else." Josh said. "But I really care about the company and look forward to continuing

what my Granddad started." And he may have company. With 6 other Jackson grandchildren, it looks like Wayne County will be able to count on Jackson & Sons for their homes' comfort for many years to come.

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



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

around one name in 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.

New to the store are Ed Hardy watches and Kameleon Sterling Silver interchangeable jewelry.

Collegiate charms, necklaces and bracelets are also new to the store’s wide variety of merchandise.

If you have old jewelry you no longer wear, Walker pays top dollar.

Jewelry Unlimited is 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 Argiro 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



From the finest diamonds to the most fashionable sterling silver jewelry trends, owner Frankie Walker and the staff of Jewelry Unlimited can help you find the perfect piece to wear or give as a special gift on any important occasion.

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.

Karen's Custom Frames, LLC. 2519 E. Ash St. (Oak Square Shopping Center) • 778-2020

When Karen Sergent-Rakers had the opportunity to purchase an existing picture frame business here in Goldsboro where she was employed, she took full advantage of the opportunity.

As a military family reassigned to the area in 2000, Karen and her family love the small town atmosphere and southern hospitality of the honest and down to earth residents of Wayne County so much that when her husband retires from the military the family will make Goldsboro their permanent home.

Reopening the store as Karen's Custom Frames in August of 2005 she and her staff, Andrew Sergent-Rakers and Brian Rakers are proud to offer custom framing, table top frames, greeting cards, figurines and local artist prints along with their unique computerized visualization software.

The software allows you to preview how your mat and frame choice will look surrounding your art work before you place an order.

Karen recently relocated the store to the Ash Street location out of convenience for her customers who now have front door parking available to them.

Whether you are framing photography, needlework, children's artwork, limited editions, posters, prints or looking to showcase and preserve beloved possessions in shadowboxes, Karen's Custom Frames can satisfy all your aesthetic needs.

At Karen's Custom Frames the upmost care is given to each individual order and all work is done on premise.

"We treat your projects as if they are our own treasured memories," Sergent-Rakers said.

The process of having something custom framed is no longer a daunting task with the assistance you're offered at Karen's you know the finished product will look exactly as you had hoped with her knowledgeable staff's assistance in selecting the best mat and frame to showcase your favorite pieces of artwork and memories.



Karen and Andrew Sergent-Rakers of Karen's Custom Frames.

Kornegay Insurance

939 N. Breazeale Ave. • 919-658-6027

Since Carl Kornegay purchased his insurance agency from its previous owners in 1988, Mr. Kornegay and his staff has been offering top-quality personal, commercial, life and health insurance to meet the needs of Mount Olive as well as all of North Carolina.

With top-notch customer service and claim service for all its policy holders, Kornegay insurance offers personalized service to its valued customers who are not just a number or a claim.

Whether you are looking to change or update your personal, commercial, life or health insurance or all four, the staff at Kornegay

Insurance can help you assess and address all of your insurance needs so you never find yourself facing any of life's challenges uninsured or underinsured.

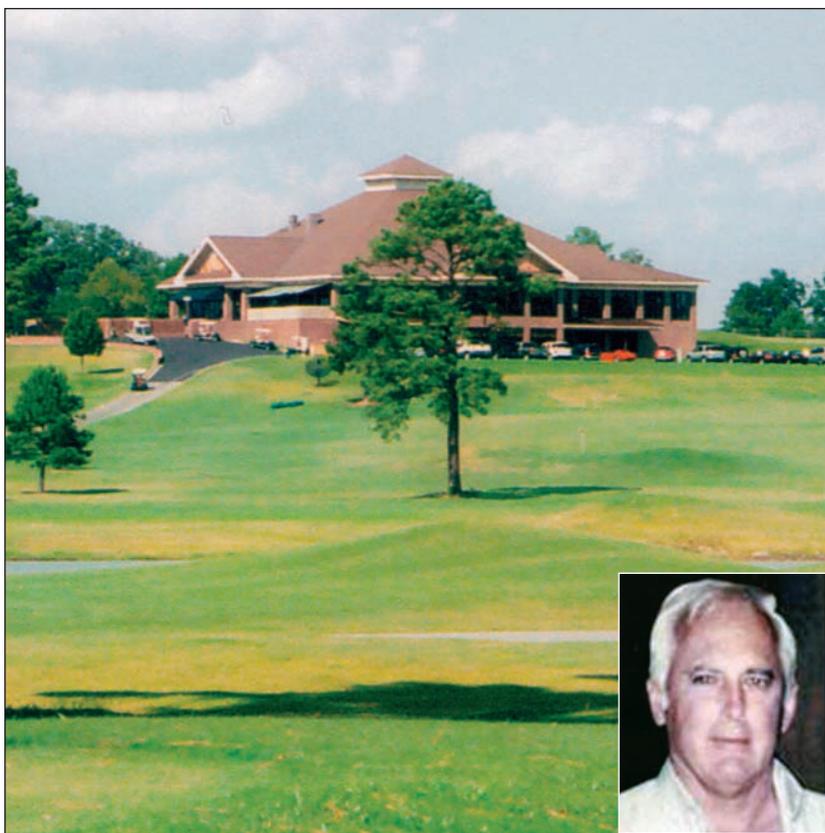
Kornegay Insurance's expertise and commitment to their clients who are both neighbors and friends sets them apart from other insurance agencies.

It is Kornegay's loyal local clientele which makes the business a success and the entire staff is proud to call Mount Olive their home.

Give Kornegay insurance the opportunity to show you what a difference hometown service with a smile can make.



The staff of Kornegay Insurance, from left, Larry and Hope Kornegay, Edna Price, Karla Grady, Carl Kornegay, Jessica Almaguer, Amy Medlin and JoAnn Cooper stand ready to assist you in all of your insurance needs from personal, life and health insurance to commercial policies.



Lane Tree Golf & Conference Center 2317 Salem Church Road • 734-1245

Whether you're looking for an enjoyable round of golf or a place to host your conference, class reunion or wedding reception, Lane Tree Golf & Conference Center is the premier family-owned location to meet your needs in Wayne County.

Owner Bill Lane is proud to offer his expanding business and vision that is Lane Tree Golf & Conference Center to the Wayne County community.

The golf course with its naturally hilly terrain with a wide unmatched topographical view, offers the highest quality 1/2 scottish and 1/2 souther traditional hole designs and is rounded out with several holes similar to those found on mountain courses.

Designed by architect John LaFoy, Lane Tree is located on the Little River in Goldsboro with yardages ranging from 5,100 to 7,200 yards to accommodate both the novice and the professional golfer alike.

The maintenance staff at Lane Tree is second to none in the area with a wealth of knowledge in turfgrass management between Duff Lane, maintenance supervisor, Chad Matthews, golf course superintendent and Clint Newcomb, assistant superintendent. The team is proud to offer the best bent greens in Eastern North Carolina.

The three story clubhouse offers guests a sweeping view of the entire course whether inside the elegantly styled rooms or while out-

side enjoying the west-side's canopied deck.

The clubhouse comfortably accommodates crowds of up to 350 guests and 250 when the large dance floor is being utilized. A raised stage is also available for events.

With a full service restaurant style grill open for breakfast, lunch and short order service at other times, Lane Tree offers casual dining at its finest. Breakfast crowds arrive early to beat the rush.

The clubhouse is available for your next event and can accommodate your every need with in-house catering available for modest sized functions and a wide variety of catering available for larger affairs.

The courteous staff is ready to take care of even the smallest details. Holding your event at Lane Tree is sure to be a memory in the making.

As Lane Tree continues to grow Bill Lane has continued to develop home sites surrounding the course. Lane's newest project, Lane Tree Town Homes offers a beautiful country setting and all the amenities of a USGA spec-built golf course.

All new construction of the carefully chosen plans highlight the beauty of the landscape and offer exquisite designs that appeal to families of all types.

Log on to www.lanetree.com to learn more about all that awaits you at Lane Tree.

From golf and casual dining at its finest to the highest quality craftsman built homes, Lane Tree Golf & Conference Center and its surrounding living communities offer the best of Wayne County Living. Owner Bill Lane, right, has worked hard for more than 40 years to please his clients and make Lane Tree what it is today — Wayne County's premier family-owned choice for leisure and social events.

Merle Norman/ Nails 'N More

413 N. Spence Ave., Cobblestone Place • 778-8810

Whatever type of pampering you're looking for Merle Norman Nails 'N More can cater to your every beauty need.

From a full line of Merle Norman cosmetics to the full service salon, manicures, pedicures, acrylic and gel nails and facials and waxing of all types, Nails 'N More is your one-stop beauty location.

Opened in 1987 owners Mattie Wheless, of Merle Norman and Lynn Spain, of Nails 'N More, wanted their own business and the independence of attending to their customers needs their way.

At Nails 'N More, the clients are much more than customers, they are friends. And the staff of Nails 'N More cares deeply

about taking care of their clients and meeting their every need.

With a new pedicure chair and Candice having rejoined the staff, Nails 'N More has more now than ever to offer its clientele.

Come let Mattie Wheless, Lynn Spain and Candice Webb pamper you with a manicure or pedicure or make your skin beautiful and radiant with a facial.

Or sit down in Rhea Featherston's chair for the perfect cut, color or curl.

Every woman on staff is a proud Wayne County native, having lived in the area most of their lives. The ladies have serviced many of their clients for over 25 years and feel their customers are like family.



Mattie Wheless, Linda Parsons, Lynn Spain, Rhea Featherston and Candice Webb (seated) can satisfy your every beauty desire with their talents at Merle Norman Nail 'N More in Cobblestone Place.



Salma Odeh, Abe Odeh and their staff ask you: Watts in your car?

NC Sounds & Security

2327 U.S. 70 West • 919-581-9661

Since 2001, Abe and Salma Odeh have owned and operated NC Sounds and Security, offering the Wayne County community the cutting edge in affordable audio and security systems and accessories for cars, trucks, even motorcycles, boats, RV's and golf carts.

From its original location in Fremont on U.S. 117 in the old Ford dealership, to their new, bigger, better location on U.S. 70, word of mouth has grown the business and its offerings to include a wide variety of speakers, CD players, subwoofers, amplifiers, navigation systems, alarms, remote starters and other products all at reasonable prices.

With customer satisfaction being the primary

goal, individualized service and care is given to each vehicle and each clients project.

Ibrahim and Salma enjoyed their customers and the community so much, they decided to relocate their family from Wilson to Rosewood where their children attend high school.

"We are very happy with our new neighbors at home and in business. We love our community," the Odehs said.

Word of mouth from satisfied customers has helped make NC Sounds & Security an industry leader with many return clients.

The business prides itself on being able to fill all your video, audio and security needs in one store.

Noah's Nook Boo-tique

4744 U.S. 70 East • 778-5257

Wanda Best loves children.

So when she lost her only son, Stephen, she decided to open Noah's Nook Boo-tique in his honor. "Boo" was her nickname for him.

That was Oct. 9, 1999.

Today, Noah's Nook Boo-tique offers parents — and doting grandparents — a one-stop shop for the perfect gifts for their precious little ones.

From specialty clothing for everyday and dress up to a selection of unique toys and gifts, there is plenty to make any child's eyes light up.

And for years, Noah's Nook's selection and top-notch customer service have made it the place to go for that perfect birthday, christening, Christmas, baby shower or just because gift.

Reasonable prices also make it the perfect stop for

children's clothing and accessories that last and last.

As the store's popularity grew, the time came for the business to seek a new location.

In January, Ms. Best moved the business next door to the Elroy fire station on Highway 70 east of the city, where Lee Howell and Gloria Rouse help her serve their loyal customers.

The ladies at Noah's Nook try to give each customer individualized service. They do special gift wrapping at no charge.

After all, for Mrs. Best and her staff, it is like taking care of family.

Her customers have been a blessing, she said.

Noah's Nook carries a wide variety of children's clothing including name brands like Bailey Boys, Peaches & Cream, la top, Plum Pudding, Potato Saks and Anavini. Sizes run from newborn to 14.



Lee Howell, owner Wanda Best and Gloria Rouse love to help customers find the perfect gift.

Pernell, Inc.

1426 W. Grantham St. • 919-734- 6588

In 1977, brothers Carlton and Jimmy Pernell began a heating and air conditioning company named Pernell, Inc. During the late 70's and early 80's there was an energy "shortage" and people began turning from fossil fuel to energy efficient forms of heat. To help the community, they promoted alternatives to the energy hungry heating and cooling systems that were currently available. If someone needed to replace their heating and/or cooling system, or just needed something more efficient and less costly to operate, the Pernells helped by providing choices of systems that would conserve energy usage while, still providing the high level of comfort and dependable service that people expect.

Today, people want to conserve by going green." Pernell, Inc continues their tradition of being "energy conservation specialists" by providing high-efficiency solutions for all your comfort needs. They specialize in residential and commercial, whether your needs are for service, repair, alteration,

replacement, or new construction. They are experts with natural and propane gas, electric, geothermal, and solar. With so many options available, Pernell's goal is to help the customer figure out what is the best solution for their money. With that goal as their main focus, they have many loyal customers and are taking care of more new customers everyday.

Pernell, Inc has always serviced Wayne County when called upon. The connection is made even stronger by all their Wayne County employees who have been taught the principles and rigorous standards of Pernell, Inc. Chandler Pernell says, "with the tradition of customer service and "energy conservation," mixed with our Wayne County personalities and knowledge, we are able to give the people of eastern North Carolina what they want and expect. When you treat people the way they want to be treated, they know who you are and they come to depend on you."



Chandler, Carlton and Jimmy Pernell of Pernell, Inc. and their staff can assist you with all your heating and air conditioning needs including energy conservation.



Personal Homecare Solutions Inc.
 1708-B Wayne Memorial Drive • 919-580-9045
 Toll Free: 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 a large variety of in home care services.

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.



Shawn Foreman, Brenda Koger, Owner Gloria Sands, Crystal Hollingsworth, and Jennifer Warkocz love to help you pamper your pets with the highest quality food, treats and supplies. Suzi Wharton assists a customer and her German Shepherd Kellie.



Pet Supplies 'Plus'

319 N. Berkeley Blvd. Crossroads Shopping Center • 751-2595

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. We now offer a Preferred Pet Club Card membership which offers free bags of dog and cat food on participating brands and sizes, a birthday greeting for your pet and special members offers.

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.

We carry Wellness, Nature's Variety, Holistic Select, Natural Balance, Solid Gold, Merrick, Canidae and Blue Buffalo.

We host monthly adoptions coordinated by local animal rescue organizations that are looking to place dogs and cats in good homes, such as Diamonds in the Ruff, Paw-N-Hand and WOOF.

We work closely with the Wayne County Humane Society fundraising program and host several of their events throughout the year, including their spring and Christmas pet photos, dog washes and Halloween Pet Costume Contest.

Our store is also the 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.

We are also the location for Waggin Wheels Mobile Veterinary Services which offers low cost vaccines and microchipping.

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.

Plantation Shoppe

307 N. Spence Ave. • 778-3668

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

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

The Plantation Shoppe's owner and operator, Mrs. Edwards, is assisted by her daughter, Andy Gray, and Bertha Wolfskeil.

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 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.

Plantation Shoppe carries a variety of local mementos including Goldsboro afghans, Herman Park pillows and coasters, mugs, spoons, thimbles, magnets, pill boxes, ornaments, crocks, Teddy bears and postcards.

The shop stocks dozens of collegiate items including stepping stones, wood boxes, lighted houses, Christmas stockings, glitterdomes, playing cards, note pads, aprons and walking companions.



From left are Joyce Edwards and her daughter Andy Gray.

Raper Discount Drugs

2303 Wayne Memorial Drive • 734-0741



David, Mike and Frank Raper stand ready to assist you with all of your health and pharmaceutical needs at Raper Discount Drugs.

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 city-wide 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 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 and are 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.

RedPhish Music

404 N. Spence Ave. • 778-7020

Goldsboro musicians are getting the best catch with RedPhish Music's newest location on Spence Avenue.

A family, locally owned business, RedPhish offers friendly and familiar service and the benefit of its expanded access to inventory offered at its three other regional locations in Wilson, Rocky Mount and Smithfield. The store is even named after owner Phillip Jordan's family. The name is a compilation of his two daughters' nicknames — Red and Phish.

Though they may be "the new music store in town" they are neither new to music or to Goldsboro.

Jordan, a Goldsboro native and graduate of Charles B. Aycock High School, has been in business in neighboring communities, playing, selling and servicing musical equipment for more than 25 years.

"We offer a large selection of musical instruments, all shapes and sizes and prices," said owner Phillip Jordan.

From the most popular instruments like guitars, drums and keyboards to the unique instruments like banjos, mandolins, ukeleles and kazoos, RedPhish offers something for every musician and a vast stock of accessories to go along with them.

And coming later this summer and fall are Pearl drums and Roland keyboards.

The store also offers sound and PA equipment as well as installation.

The store meets and even beats Internet pricing with the distinct advantage that a customer can sit down and play the instrument to know how it truly sounds and feels — something you can't do surfing the Web.

The atmosphere in the store is relaxed and it's not unlikely someone will be playing music while it's open.

"It's extremely musician/player friendly. We try to create an environment where mom, dad, teen and lifetime rock and roller are comfortable," Jordan said.



The staff of RedPhish Music can assist you with all your musical needs.



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 Company, after 12 years, to go into business for himself. He purchased a small machine repair and metal fabrication shop that had 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 while his wife, Dorothy, kept books, did odd jobs and ran errands. Wyatt continued the farm repair service, but began adding a larger selection of hardware items and supplies for sale including steel, bolts, bearings and 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 Highway 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 Company and, because product sales increased, he 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 that 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 80, Wyatt continues to operate his business and is celebrating his 41st year! He, and his son Kevin, manage the company with seven employees. Wyatt's grandchildren, Ryan and Morgan, work part-time in the family business. He attributes his success and longevity to being fair and honest with both his customers and employees.

The company operates today as a wholesale distributor of industrial and commercial grade products representing over 50 nationally known manufacturers offering more than different 75 product lines and stocking over 7,000 individual items in inventory directly from manufacturers. They are open Monday through Friday and til noon on Saturday.

Rosewood Hardware Power Equipment & Repair

511 & 514 N.C. 581 South Rosewood Junction •
734-0093/ 288-2386

Rosewood Hardware, established in 1997, provides unique customer service for the Rosewood Community in the form of a lawn/garden and hardware store.

Now offering a small engine repair center at 511 N.C. 581 S. An open house will be held on June 26 from 10 a.m. to 3 p.m.

Today, Wayne County native Monty Lockamy and his wife, De, pride themselves in 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 who know the tools and products they are selling. His employees also do not hesitate to give honest advice when necessary.

Among those products are general hardware goods, Valspar paint, Dixon and Yazoo-Kees mowers and Tanaka weed-eaters. They also carry a large selection of mower blades, specialty keys including computer chip keys and remotes for automobiles.

Proud to call Wayne County and the Rosewood community home, and proud to serve the many men and women serving at Seymour Johnson Air Force Base, Monty and De plan to stay in business, growing and improving for the many years to come.

In April, Rosewood Hardware achieved the goal of opening a power equipment and repair business across the road. Open Monday through Friday 8 a.m. to 5:30 p.m. and Saturday 8 a.m. to 3 p.m. They are an authorized service center for Briggs & Stratton, Kohler and Robin/Subaru engines. Pick-up and delivery of equipment is also available.

Whether meeting your hardware or power equipment sales or repair needs, the Lockamys and their staff offer personalized service with a smile on their faces.

The Rosewood community is important to Monty and De who treat everyone as family and are proud to service their hardware and equipment needs.



De and Monty Lockamy are proud to be the Rosewood community's one-stop shop for hardware, lawn and garden shopping. And at their new equipment and repair center, Gary Knotts and Caperse Edgerton, service manager, stand ready to help you with all your power equipment sales or repair needs.

Sean M. Hamilton, DDS 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 cleanings, 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 in is 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, located at 1506-A Wayne Memorial Drive — with patients of all ages.

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



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 their time of need.

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

Shelley Leder Realty

503 Abington Place • 919-222-1828 or 919-735-7267

In April of this year, Shelley Leder decided to add real estate to her existing appraisal business and combine both skills into one company — Shelley Leder Realty.

Shelley is a N.C. Real Estate Broker specializing in single family housing — both site built and manufactured homes — she also sells light commercial, residential lots and small tracts of land.

Having done appraisals since 1991, Shelley can assist you with your home appraisals, lots and small tracts of land. She is also available for real estate appraisals.

Unlike working with a large firm, Ms. Leder is able to give each and every one of her customers

her individual, undivided attention through the Real Estate transaction or appraisal process.

"I care if you are happy with my services as a Realtor and you like your choice when it is all finished," she said.

Shelley has been a Realtor for 25 years and her career has afforded her the opportunity to help folks find their first homes and homes to raise their children in. Shelley feels she has made many friends that she would not have if it were not for her rewarding career.

Let Shelley help your family find the perfect house to call home or residential lot to build your dream home on.



Shelley Leder offers expert appraisals and the highest quality of real estate services.

Simply Savvy Gifts & Accessories

121 N. Center St. • 919-658-5100

What started as a friendship and a dream between Darla Dudash and Vickie Caines bloomed into a unique family gift shop with the help of their husbands Aaron and Dean in April of this year.

Offering gifts for all occasions, home decor, jewelry, furniture and more, Simply Savvy hopes to be your one-stop shop for all your gift giving needs.

And when you find that perfect gift you've been looking for Simply Savvy offers complimentary gift wrapping.

Darla and Vickie strive to stay on top of the latest styles and trends and their dedication is reflected in the store's merchandise.

Among the unique items at Simply Savvy are Plastermimic Watches, like those seen in the blockbuster hit "The Blind Side" with Sandra Bullock, monogrammed garden stepping stones, specialty furniture pieces and gifts for all

occasions including babies, children, birthdays, weddings, graduations, retirements, teacher appreciation, thank yous and anniversaries. The store also carries a variety of seasonal and merchandise to assist you in all your entertaining needs.

Customer service is the focus at Simply Savvy, where they work hard to ensure your needs as a patron are taken care of and you are completely satisfied with your shopping experience and cannot wait to recommend the store to friends or return to see the shops latest merchandise.

As the shop grows, Darla and Vickie hope to expand its specialty and holiday merchandise in the near future.

While both ladies are big city raised, they have come to value living in Mount Olive where neighbors know your name and you can establish lasting relationships. Mount Olive quickly became a place where both women feel comfortable and are proud to call the town home.



Darla Dudash and Vickie Caines, owners of Simply Savvy Gifts & Accessories, strive to be your one-stop shop for your gift giving needs.

Thad's Carpet One 214 N. Spence Ave. • 759-0033

Thad's Carpet One, locally owned by Greg Johnson, has been in Goldsboro since 2003. The company was established over two decades earlier in Wilson.

Customers have the convenience of shopping from the capital to the coast as Johnson also operates stores in Raleigh and Swansboro.

The Goldsboro showroom provides a relaxed shopping experience with over 6,000-square-feet of consumer friendly flooring displays. The flooring array consists of hardwoods, cork, laminate, vinyl, linoleum, ceramic and area rugs.

Qualified and certified installation is available for all floorings. Cash and carry sales are also available for the do-it-yourselfers. With pricing specials on laminate, carpet, vinyl and ceramic as low as 59 cents a square foot, the savings are here to be enjoyed.

The employees of Thad's carpet strive to do the most satisfactory job and stand behind their work. Thad's prides itself on customer satisfaction and service after the sale.

Thad's also provides home decor items including silk plants, handpainted furniture, colorful rugs, mirrors, lamps, and many unique novelty pieces to pique even the amateur designer's interest.

Thad's now offers Company C, an exclusive rug company with specialty area rugs with exquisite colors and designs available.

Countertops and cabinetry of the most exceptional quality are available with the best prices, best selection and best installation, all provided by true artisans.

Thad's prides itself on customer satisfaction and provides customers with the time to shop with store hours from 9 a.m. to 6 p.m. Monday through Friday and Saturday 10 a.m. to 5 p.m. Customers can feel free to shop when they have time.

Four full-time sales consultants are on staff to assist customers with a relaxed, pressure-free shopping experience. Bring the kids to enjoy their playtime area while you shop knowing your kids are safely occupied.

Phyllis Johnson, interior designer, and wife of the owner, Greg, offers clients appointments for design assistance for color, style, and decor with a personal touch in mind.

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.



From left, John Morris, Kelly Dawson, Keith Horton, Greg Johnson, Chris Watson, Joe Johnson and Phyllis Johnson (not pictured) 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's all backed by a lifetime installation warranty. Thad's Carpet One not only works in retail but is capable of assisting builders and commercial customers as well.

Wilber's Barbecue 4172 US 70 East • 778-5218

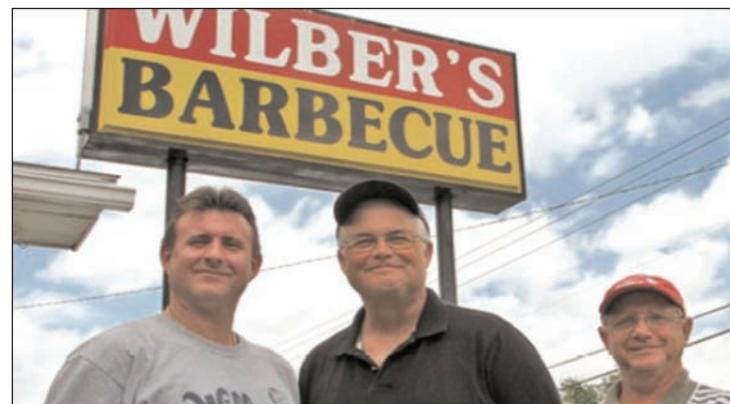
There's a little ol' place on Highway 70 East that has brought Goldsboro fame and fortune. Well, at least a little bit of fame and, according to the owner, Wilber Shirley, it's a "non-profit business which has been around for 45 years." Wilber's Barbecue, established by Shirley on July 24, 1962, has 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.



W.P. Martin Store & Especially For You Gift Shop 109 N.W. Center St. • 658-2671/658-4858

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.

This year we are celebrating our 100th anniversary.

Wayne Pharmacy & Respiratory Home Care

2302 Wayne Memorial Drive • 735-6936/735-4034

Wayne Pharmacy, a family-owned business, opened its doors at its current location in 1972. The business was started by Kenneth Wiggins, RPH, and now includes his daughter Gail Drew, RPH, and son Ken Wiggins Jr., as well as Freddie Adams, Pharm. D., all of whom are involved in management.

In addition to Wayne Pharmacy maintaining a complete record of all your prescriptions, it also provides a variety of other services including filling prescription if you misplace the RX number, providing complete drug information for income tax purposes, offering and providing patient consultations and filing insurance claims at no charge.

Wayne Pharmacy accept Blue Cross Blue Shield, the State Employee drug plan, Champus and TriCare and many other prescription drug plans. They will bill Medicare direct, and provide free pick-up and delivery for their customers.

Wayne Pharmacy is also a one-stop shop for customers with diabetes. As a Diabetes Supply Center they offer blood glucose monitors, lancet devices, lancets and supplies, injection aids/visually impaired, insulin reaction products, insulin carrying cases, cough syrups, multiple vitamins for diabetics, candies, cookies, cookbooks for the diabetic, skin and foot-care products, finger care, multi-purpose cream or body lotion, and diabetic socks and shoes.

For respiratory home care, Wayne Pharmacy has many products and services available including portable oxygen, home oxygen, nebulizers, air purifiers, portable oxygen concentrators for travel, lightweight liquid oxygen systems, peak flow meters, apnea monitors, three full-time respiratory therapists, respiratory equipment repair and maintenance, 24-hour emergency response for clients. In addition, the use of modern, state-of-the-art respiratory equipment and products are readily available to the customer.

For more than 20 years Wayne Pharmacy has been a Compounding Pharmacy, that formulates many specialized forms of medications not available commercially per doctor's orders. Call ahead for



Wayne Pharmacy is your one stop shopping location for your respiratory care, diabetes managements and prescription medications. The team of pharmacists in technicians at Wayne Pharmacy pride themselves on the individual care they provide for each and every customer they serve.

availability and to save time.

Wayne Pharmacy has also helped hundreds of clients with its Nebulizer Drug Program. The program consists of teamwork between the physician, nurses and pharmacists of Wayne Pharmacy to identify, prepare, monitor, and deliver medications used with your nebulizer machine. Services may be covered in whole or in part by Medicare, Medicaid, and private insurances.

For your prescription needs, see the prescription specialists at Wayne Pharmacy: Kenneth Wiggins, R.P.H.; Gail Drew, R.P.H.; and Freddie Adams, Pharm. D. Wayne Pharmacy also has two other locations, Johnston Medical Supply in Selma and Duplin Medical Supply in Kenansville.



WT's Guns & Indoor Range

115 Centura Drive • 735-4441 • www.wtsguns.com



Mr. Wilburn Rutledge and his wife, Jeannie, founded WT's Guns in 1989. WT's Guns was originally located on Highway 70 in Princeton before moving to Rosewood in 1998 and then to its current location in Goldsboro in 2005. W.T. continues to be the owner and president of his family operated business.

He founded his business out of his love of hunting and fishing and his desire to operate a company that included two of his favorite things in life — family and hunting. His vision has led WT's Guns since its inception.

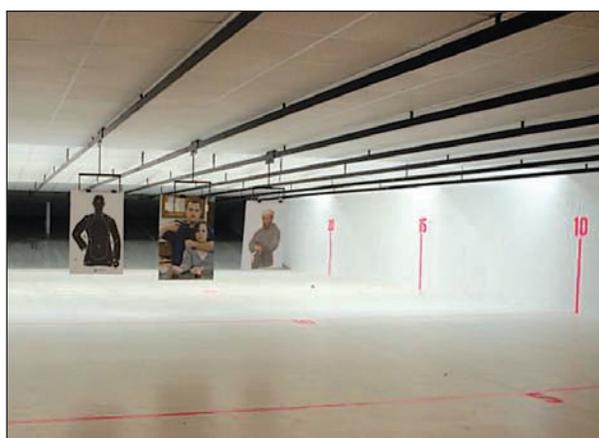
Now, with the business managed by his family — Kirk Mayes, Leigh Mayes, Jennifer Bizzell and Tommy Rutledge — Wilburn is accomplishing what he really enjoys, sharing his love for the outdoors with all of the customers of Wayne and surrounding counties.

The new 11,000 square foot building and indoor range was built in 2008.

WT's currently has over 1,700 guns in stock, the areas largest selection in a wide variety of calibers and brands. WT's also buys and trade guns, their selection includes new and tested used guns. WT's has a huge inventory of handguns designed for all applications from concealed carry to big game hunting. The staff is more than happy to help you choose the right handgun for your specific purpose.

From scopes to holsters, sights and scopes WT's carries a full line of accessories for handguns, rifles and shotguns alike.

But the store carries much more than firearms. WT's offers a large selection of mens, womens and children's clothing from lightweight summer to heavy winter insulation. With brands including Guy Harvey, Al Agnew, Mossy



Oak, Browning and Buckwear your sure to find attire to suit your outdoors needs or hobbies. WT's also offers a variety of footwear including Sperry, LaCrosse, Rocky and Guy Harvey.

And for outdoors enthusiasts, WT's carries belts, flip flops, dog collars and the favorite WT's Guns T-shirts, hoodies, hats and decals.

The indoor air conditioned range has eight lanes with a shooting distance of up to 25 yards and is designed for handguns, rifles and shotguns.

The range is a Savage Range Snail System and is NRA & OSHA approved.

The indoor shooting range features concealed/carry classes twice a month.

If bow hunting better suits your outdoors hobbies, WT's is your area authorized Mathews dealer, carrying a full line of bows and all accessories. Repairs and set up can be

done on site. The store also carries a large selection of Mathews, Mission, Browning, PSE, and Martin Bows in stock.

Check out the new Mathews Passion Bow and the new Z7 Bows.

Enjoy the shade and multiple distance targets to test our demo bows, or practice with your own to tune up for bow season.

WT's also carries hunting supplies, firearms, ammunition, clothes and shoes.

You can find feeders, clips, calls, holsters, truck accessories, knives, scopes, hats and lots more at WT's. They also carry Feeder Fire, Greens Enraged, Acorn Rage, Buck Juice, Dead Down Wind, Tinks, Code Blue, Thermacells and lots more.

But far more important than the vast array of merchandise for an outdoorsman sport or home protection need clean, family-friendly and women friendly atmosphere.

"Our family atmosphere and customer service set us apart," Kirk Mayes said.

The staff's willingness to listen to clients needs and answer their questions with expert knowledge is second to none in the area.

Wilburn and his family are proud to offer their services to the Wayne County area and look forward to expanding their offerings in the years ahead.

After all, 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.

From their vast selection of bows to their indoor shooting range, Wilburn and Jeannie Rutledge and their family are proud to offer the area's largest selection in guns, and outdoorsman sporting accessories. Come browse their 11,000 square feet of inventory and enjoy the family-friendly atmosphere and expert knowledge of the staff at WT's.

