

COAL AND MORE COAL IS THE STORY OF WISE COUNTY AND ITS GROWTH FROM WILDERNESS TO WORLD MART

Gun-Toting Bad Men and Feuds that Never Was Gradually Give Way to Romance of Twentieth Century Commerce as County Forges Into Lead

CENTRAL SUPPLY COMPANY A LEADING FACTOR

Their \$250,000 Stock Has Done Much Toward Speeding Up the Transformation of County Within Last Two Years —Brings Eastern Markets to Our Door

Throughout the South Wise county and progress are synonymous. Unfortunately the world beyond our own hills has been led to believe that we still have two-guinnies who make Fourth of July celebrations out of most any day in the year. When some imaginative scribe sets out to tell the world about Wise county, John Fox, Jr., or the coal and coke industry he sees nothing but what is not and proceeds to overwork his fancy in painting our colorful environs.

Our real romance these yellow journalists fail to see. Hundred thousand dollar temples springing up in a wilderness, great industrial establishments, which have become an integral part of the Nation's commerce, hundreds of miles of the finest roads in the state—these things in a land where blood is supposed to flow like water does not strike them as romance worthy of printer's ink.

Most of these modern marks of progress are tucked away in a ravine or a "holler" where gum-play could be staged to a movie director's delight. This is because our land is a series of ravines or "hollers", bounded by "rock ribbed and ancient hills." Today's industry flourishes where yesterday's rhododendron bloomed to blush unseen. One has but to turn a curve and come full upon—not helmed ruffian, engaged in slouching each other's ears away, but upon the home of an industry which has made Wise county the greatest in the state.

Perhaps the Central Supply Company has done as much to speed up the transformation of Wise county from a wilderness to a world mart as any organization in Southwest Virginia. While their history only dates back to April, 1920, their growth has been phenomenal. Coal and more coal is the story of Wise county and its growth. The immense amount of mining supplies required by coal operators in this field and Eastern Kentucky are now being furnished by these people. Anything from a track spike to a mining locomotive can be bought of them. The builder, the tinner, the plumber, the foun-

WHY THEY GROW BY LEAPS AND BOUNDS

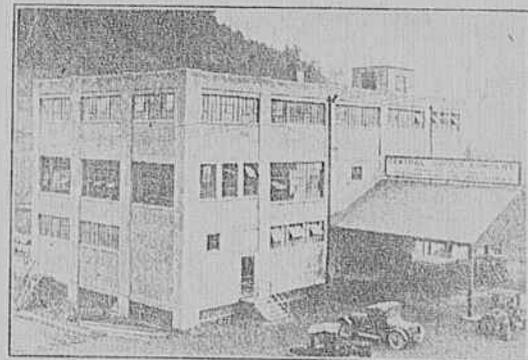
A \$250,000 stock on hand at all times.

Saved one-half freight rates. Situated in the heart of the Coal Industry, therefore—

No long waits for needed material while the plant lies idle.

That Slogan—"Quick Service and Satisfied Customers."

They are helping the builders of Wise county to build.



NEW HOME OF THE CENTRAL SUPPLY COMPANY

dranged method of handling it for the customer's benefit. The basement and third floor are used for storage purposes. The first floor is the receiving and shipping room, and a glance at the picture of this room will give the reader some idea of what the last word in modern shipping facilities are. The scales used in this room are the most modern and most accurate in the county. There is no "weights" for the shipping clerk to handle, no shipping and moving of a scale bar to permit of possible error. Everything is in plain view before the operator and assures fair weight for customer and seller. Special tracks lead up to the receiving and shipping platform, eliminating truck haulage and the increas-

mine supplies one can find any article in a shelf on which is marked the name of the thing sought. This system cost thousands of dollars to install, but eliminates the danger of overbuying, and loss of time in filling orders. The system gives one the impression that the house is always in order, does away with possible confusion and is a deciding factor in making their slogan, "Quick service and satisfied customers", possible.

Before the Central Supply Company was organized it was necessary for buyers in this county to purchase their supplies in Pittsburgh, Louisville, Knoxville or other distant places which increased the cost. Today anything from Kelly-Springfield tires to an air compressor can be had at home at a great saving in price, time—which is more expensive to operator or builder—and approximately half freight charges.

These are some of the features which have caused the business to grow by leaps and bounds since its organization. If one wants an American radiator, an air compressor, a supply of paint, a new Certainteed roof, a wire fence, a Robeling wire cable, in fact, there is nothing in their lines that cannot be had quickly at a reasonable price, within the shortest time possible.

Such institutions as this is doing much to make Wise county the greatest in the state and the South.

NORTON NEWS

Mrs. W. J. B. Mayo, of St. Charles, has been spending several days here in the Norton Hospital where she recently underwent an operation.

Mrs. Herbert Porter returned Friday to her home in West Virginia after spending several days here visiting her parents, Mr. and Mrs. T. Gaines.

Chas. McColgan was among those from Norton who attended the Kentucky Derby in Louisville Saturday.

Mrs. Ray McPhail and baby son returned to their home in Lantrobe, Va., Friday after spending several days here with her parents, Mr. and Mrs. George Rogers.

Mrs. J. B. Casper and sister, Mrs. Miller, returned to their home in Norton last week from Florida, where they spent the winter months.

Mr. and Mrs. W. E. Gilmer, of Lebanon, spent a few days last week in Norton visiting friends and relatives. Mrs. Gilmer was formerly Miss Al Brown, of Jonesville.

Mrs. R. P. Carr, Mrs. J. L. Campbell, Mrs. W. W. Kemp, Mrs. H. E. Hyatt, were among the ladies from Norton who attended the meeting at Wise Wednesday.

Mrs. Ray Horton and small son, of East Radford, are spending several days here visiting relatives.

Misses Babe and Winona Chapman, Mabel Dixon, and Messrs. Farley and Eddie Carter were among those from Norton who attended the dance at Dunbar Friday night.

Miss Clara Harmon, of Bluefield, W. Va., is spending a few days in Norton this week visiting Miss Babe Chapman.

R. B. Alsover, of Big Stone Gap, was a business visitor in town Saturday.

Card Party for Visitors

Mrs. Grover H. Walters was the hostess of a beautifully planned card party at her home on Ninth street Thursday afternoon in honor of her sisters, Mrs. Herbert Porter, of West Virginia, and Mrs. Ray Horton, of East Radford.

Cut glass bowls and vases of fragrant pink, lavender and white sweet peas were used in the dec-

orations of the attractive home for this enjoyable affair. Tally cards appointed the guests to their places at the three tables where Five Hundred was played during the afternoon. Mrs. G. C. McCall won first prize, a pair of silk hose and Miss Hamilton won the booby, a Flaconette of Hobi-gant's ideal perfume.

At the close of the game, luncheon clothes were placed on the card tables and a very delicious salad course was then served the guests. Attractive little baskets of mints were the favors for the afternoon.

Those present were Mrs. Herbert Porter, of West Virginia, Mrs. Ray Horton, of Radford, Mrs. Fred L. Troy, of Josephine, Mrs. G. C. McCall, Mrs. J. W. Linton, Mrs. H. G. Perkins, Mrs. Leo Huettel, Mrs. Charles Dickey, Mrs. Brown, Mrs. S. Johnson, Mrs. Fuller, Mrs. G. H. Walters and Miss Nannie Hamilton.

DORCHESTER NEWS

Mrs. T. S. Usery entertained two tables of the Saturday Afternoon Bridge Club, of Big Stone Gap, of which she is a member, very enjoyable on the Mezzanine floor of Hotel Norton Saturday afternoon. Vases of pink and white peonies were used in decorating. Mrs. K. D. Leslie won the first prize and Mrs. L. B. Wilcox the booby. A delicious three course luncheon was served the guests at the close of the game in the hotel dining room at a special table. A vase of pink snapdragons were used for the center piece of the table. Those present were Misses B. F. Warner, K. D. Leslie, H. A. Ramsey, L. B. Wilcox, J. A. Crocker, of Big Stone Gap, Mrs. T. S. Usery and Mrs. Gertrude Brophy, of Dorchester, and Mrs. Fred L. Troy, of Josephine.

Misses Elizabeth Mowbray and Anne Waugh, who are teaching here, spent the week end with relatives at Wilder, Va.

Miss Averie Hunt, of Roanoke, who is teaching at Wilder, spent last week at the club house with friends.

Miss Max Tiley, of Stonega, spent the week end with her parents at the club house.

The Dorchester base ball team

“111” 99 cigarettes

A year ago— almost unknown

Today—a leader

10¢

A sweeping verdict for QUALITY

To Understand the Difference Between Sanitary Clothes Pressing and the Unsanitary Methods Used

We sterilize and disinfect a garment while pressing it with clean hot dry steam. Come in and let us explain the many advantages of our up to the minute method.

CAN WE HELP YOU

Sanitary Dry Cleaning & Pressing Company

THOS. BUCKNER, Manager

Opposite Mineral Motor Co. Big Stone Gap, Va.

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SOUTH-WEST INSURANCE AGENCY

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FIRE, LIFE, ACCIDENT and CASUALTY INSURANCE

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BIG STONE GAP, VA.

went to Dante Saturday and was defeated by the Dante ball team with a score of 5 to 2.

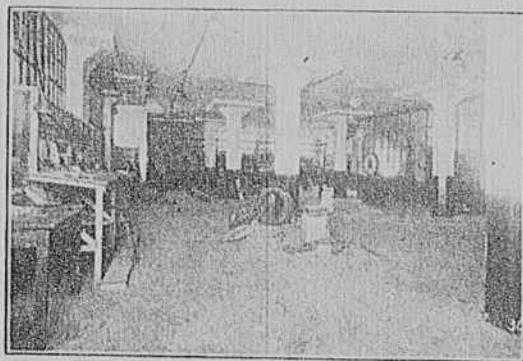
Dr. and Mrs. T. S. Usery and Gilbert Booth attended the dance at Dunbar Friday night.

Dr. J. A. GILMER

Physician and Surgeon

OFFICE—Up stairs in Kelly Building next door to Monte Vista Hotel

BIG STONE GAP, VA.



RECEIVING AND SHIPPING ROOM

dry, the electrical engineer, the painter and mill buyer can purchase every piece of material he needs right here in Wise county.

Carrying more than \$250,000 in stock and employing 21 people, they have every modern facility for the prompt handling of orders large or small. The present home of the Central Supply Company is built of reinforced concrete, 100x48, is three stories and has 19,200 square feet of space. This new building was completed in April, 1921, just one year from the date the concern was organized in Appalachia, where they occupied the old brick building used by the ice plant.

Not within 500 miles of this county can the buyer of mine or mill supplies find a more complete stock, or a more efficiently ar-

overhead expenses which eventually reaches the buyer.

The second floor is divided between office and storage space. Three well lighted office rooms are provided for the executive department. In keeping with the whole building every convenience for the prompt handling of the growing business is provided. On this floor is the office of Mr. J. O. Smith, president of the company. Private telephone exchange, buzzer system, and especially built office equipment shatters the elusion that Wise county is still "in the sticks."

The arrangement of the stock is the work of the president, Mr. Smith. The storing of every article in especially built steel display shelving is a unique feature. In the space devoted to

WE LIKE OUR TOWN!

We admit it. We like our town. There are a lot of things about it we're proud of. There are a lot of people in it we're glad to know. We enjoy their calls, their hand-shakes, their friendly greetings.

Life wouldn't be worth much if it weren't for this sort of thing. After all, friendship is one of the best things we can ever possess in this world and nothing can take its place.

It's a fine thing to know your neighbors, to feel you are working out life's problem as a community instead of solely as a group of individuals. We have common bonds because of common interests. We are better for knowing and helping each other.

Running a store isn't all pleasure any more than doctoring the sick or fixing the plumbing. It's a lot of hard work and no small part of the reward comes in feeling that back of it is the idea and the ideal of service.

We couldn't go on with it if we felt it was purely selfish. Of course we want to succeed. We want to get the most we are entitled to out of it, but that isn't all---we must have the other---the GOOD-WILL.

HAMBLÉN BROTHERS

BIG STONE GAP, VIRGINIA