

#### A Publication of

### BEAUFORT COUNTY COMMUNITY COLLEGE





### THE FAMILY BUSINESS

Cultural Studies **HUM 120** 

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2016

### EDITOR'S WELCOME

#### DEED ROOTS

One of the best things about living in a rural area is the quality. The quality of products and the quality of service are something deeply embedded in Eastern North Carolina. It is almost ingrained in us to choose the quality product over mass production, and when our friends and neighbors are the ones selling us the product, we are elated to know we are purchasing from someone we know and trust. This is the legacy that the family brings. One person starts to build something, and he passes it to his son, and so forth, a standard of quality and customer satisfaction is set. Here in Eastern North Carolina, family businesses keep our small towns alive and our larger towns thriving.

Family businesses are a unique thing. There is no CEO off in the big city passing down edicts from up on high. Instead, a man or woman sits down one day, decides to open a business, and more often than not, has to learn from missteps along the way. Some businesses start small and grow to grand scales, like the Hackney family's delivery vehicle business. Others, like Stewart's Jewelry or Bragaw and Co., have spent generations spreading deep root right here at home.

We do not always put a lot of thought into who we buy from and why. However, I would posit that we tend to gravitate toward brands we know and businesses that we trust. This trust can come from our own family's use of these services or our community's long-time patronage of these business. Growing up in rural Martin County, I have found this to be especially true.

Much like many other area rural counties, most of the commerce is centered around the county's largest town – Williamston. Growing up, Clark's Pharmacy was the only pharmacy I knew. As in many established towns, parking for downtown businesses in Williamston is often more plentiful in parking lots behind the buildings. (As a child, I always wondered if my mother was breaking in the back door or if it was an actual business entrance. When I began to drive myself, the concept made itself clearer to me.) However, my childhood fears were quickly assuaged when Mom bought me a fresh-squeezed lemonade from the soda bar. It was my favorite treat at any drugstore though what I did not realize at the time was the call-back of the family-owned pharmacy to a different time when pharmacies all had soda counters. I was too young to realize the value of family-owned pharmacies like Womble's in Plymouth or Clark's, but they hold a special place in my memories.

I left Martin County to attend college, but I returned four years later as a reporter for the Williamston newspaper. By this time, Clark's Pharmacy had moved about a block from its original location into a larger facility. It was cleaner than the old building and offered many services ranging from home health care products to a florist. But, no matter how much it changed, the soda counter remained. As an adult, the fresh-squeezed orangeades and lemonades were still refreshing, but perhaps not so much as the coffee. Even in the 21st century, one could still get a cup of coffee from Clark's for only five cents. A large coffee, my go-to beverage of choice, was just 10 cents. I always marveled at the price of the coffee, knowing that a name-brand coffee shop would charge me several dollars for a similar drink.

Many things changed during my years trudging from the newspaper office to Clark's, often balancing a tray of coffees, ice creams, and other assorted snacks. However, the coffee stood as a reminder of the tradition that Clark's had for many years held. The business passed hands in its final years, but the name, Clark's Pharmacy, and its tradition of service remains vivid in the minds of the people who shopped there.

Clark's is just one of many local businesses we often patronized during my time at the newspaper office. Walking down the street to pick up my car from Roberson Brothers, stopping by the R & C for lunch, or picking up a slice of hoop cheese from Martin Supply Co., the long-lasting businesses in that area are those who people use and trust.

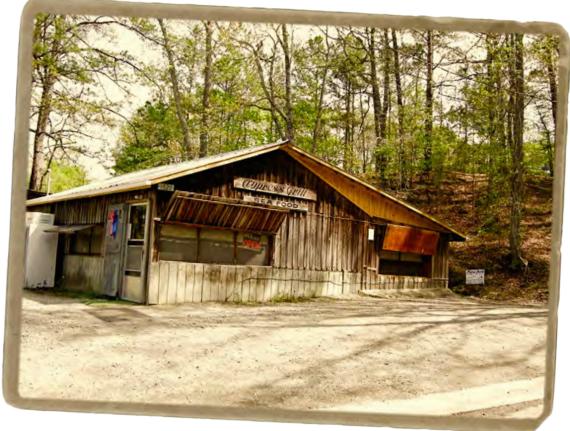
However, I would be amiss here if I did not mention a favorite business from my own hometown of Jamesville. The Cypress Grill has been owned and operated by the Gardners for many years. The little shack on the Roanoke River might not look like much to the untrained eye, but it is where herring is treated as king.

There was a time when herring flowed freely through the Roanoke River, and the people in Jamesville celebrated the harvest.

Fished by locals with nets, herring used to be fried up on the banks of the river each Easter Sunday, which evolved into the town's Herring Festival. The festival has evolved over the years, especially since the state's moratorium on herring fishing, but the Cypress Grill still stands as a testament to the town's roots. Today, herring is typically shipped in, but from the screened windows of the restaurant, one can still watch families fish for perch and rock from the deep-flowing river.

When I think about the Cypress Grill, and Womble's and Clark's, I feel at home. These family businesses hold a special value in our hearts that corporate franchises do not. They are unique to their area and specialize in such a way that makes us return to them time and time again. In this edition of *Life on the Pamlico*, the students in this Cultural Studies class have highlighted some of the businesses in their area that hold value to the community. We hope you enjoy this glimpse into the past and future of business in Eastern North Carolina.

#### Suzanne Stotesbury, Editor



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### 

#### **EQUALS HOME**

Lesly Rivera

ashington, North Carolina offers a variety of things to do. Enjoying the day at the waterfront or simply gathering with friends at the local restaurant, and other activities, makes Washington so unique. The town is mainly recognized for its local family-owned businesses, which have a significant impact on the area's southeastern culture and atmosphere. Its inviting welcome is present throughout town which will make anyone feel at home. One of the significant "welcomes" is from King Chicken's service and food.

Dalton Granville Lilley, current owner of King Chicken, enthusiastically explained how his father, J. Stancil Lilley—former Washington mayor—built what is now one of the most-visited family-owned restaurants and businesses in Washington, North Carolina. J. Stancil Lilley had actually first opened a laundry house and later on a food station which sold items such as sandwiches and hotdogs. Since people were messing up the laundry machines a lot, his father made the decision to close down the laundry house and convert it to what



is now King Chicken. The restaurant officially opened its doors in 1958, and it has operated consistently for the past 58 years.

King Chicken's location seems like the perfect spot to stop by and get a great taste of rich, old-fashioned food. Granville's father decided on the location because it was, at the time, right beside what was the new Highway 17. This highway made it easier for people to travel through Washington and to and from other nearby

towns and cities. J. Stancil also found it to be a great location due to its six driveways. In fact, three are right off the highway, making it more accessible for the public to simply pull right into King Chicken. These accommodations have been very helpful for the business since it is a walk-in restaurant. Customers order in front of windows where the employees gladly take their orders. The menu is large and visible, so it is easy to distinguish all the unique menu items. The smell of



J. Stancil Lilley

fresh cooked food wafts throughout the room while customers wait for their orders to be ready.

When Granville was 24, he and his brother were in the house moving business while their father ran King Chicken, which he did until he was 80 years old. After their father left King Chicken, he and his brother, Rayford, left the house moving business to join King Chicken. Lilley claims that it was

completely different than the house moving business. What made it different for him was the smaller amounts of money that had to be handled in King Chicken compared to the house moving business. The biggest difference, he said, was that women were included at work compared to the outdoor business where men prevalently dominated. Lilley proudly stated that, "We give most of our success to the women that we've hired because they've been good cooks. They've stayed with us a long time."

"If you don't have good employees, you don't go anywhere," he added.

The food served at King Chicken has been part of Granville Lilley's family for generations as a representation of old-fashioned, eastern country-style, home-cooked meals. He proudly stated that his great-grand-mother cooked this kind of food as well as his grandmother and mother. The food at King Chicken has changed

little since it opened, and only a few items and specials have been added since Stancil Lilley passed away about 25 years ago.

Lilley said that when people ask why they have so many items, his response is simple: "We have to do things that the chains don't do." King Chicken's menu includes a variety of food items. For example, as Lilley explained, one of its popular morning items is its "cat head cheese biscuit." This is a biscuit with shredded cheese inside of it cooked in the oven. Other items include their famous chicken seasoned to perfection, and King Chicken's signature barbecue as well as potato salad and coleslaw. In the winter months, their vegetable beef soup is very popular. Some of their dessert items include small sweet potato pies, coconut pies, old-fashioned bread pudding, chocolate layer cake all customer favorites. King Chicken also has daily specials where, for ex-



#### People will circle around King Chicken until they find a parking spot to get a taste of collards.

ample, on Mondays they serve BBQ Chicken or Fried Pork Chops. The Friday special is particularly popular because they serve one of their most famous menu items—collards. They effectively draw people in every time. People will circle around King Chicken until they find a parking spot to get a taste of collards.

The success of King Chicken's unique flavors throughout each item in its menu has been accredited to the unique way everything is cooked. Lilley said that everyone has their own way of cooking everything, meaning each cook has his or her own secret when cooking barbecue, collards, beans and everything that is involved



with country-cooking.

"If you travel all over the country, we're always glad to come back home and get some old-country cooked food. It has a good seasoning in it, just like grandma cooked. We use pork in a lot of our season, and it's just good food," Lilley said with pride.

As the years passed, King Chick-

en added a dining room to hold monthly events for local organizations, clubs and private parties. Some of the clubs and organizations include the United Methodist Women, The Washington Noon Rotary, Crime Stoppers, and The Bar Association. Behind the main restaurant, the dining room is in the family's former wash house, and it can comfortably seat about 75 people. This back area also has the main offices where Lilley and his assistant can be reached with any questions or concerns.

King Chicken is located at 601 Carolina Avenue in Washington, NC. It is open on Monday through Thursday from 5:30 am to 10:00 pm, Friday and Saturday from 6:30 am to 11:00 pm, and Sunday from 6:30 am to 10:00 pm.





# DEADY/OOD SMOKEHOUSE RESTAURANT

Elizabeth Cobb

ood, family, and fun. These are the qualities parents look for when they go out to eat with their children. It is often hard to find a good place to go to dinner with family, but when it comes to Deadwood Restaurant in Bear Grass, families are everything. Deadwood started as a putt-putt course in someone's backyard, but today, it includes a restaurant, a mile-long train

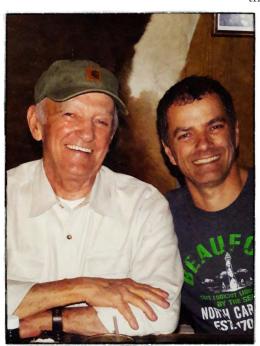
ride, an ice cream shop, a coffee shop, a playground, an arcade, a roller coaster, a carousel, and a beautiful picnic area. Deadwood also offers a dinner theater and banquet hall, and during Halloween, it has a haunted house.

When Derek Price and his father, Ira, were working in the construction field in the early 1990s, they built some rock formations for one of their clients. They liked it which is when they decided to add some of those rock formations to their own backyard. Eventually, they decided to turn it into a putt-putt course. The Prices first opened the putt-putt course to the public in the spring of 1992. Around the same time, they hosted their first band, which was a Windsor High School band called Diversity.



Customers enjoy a nice meal Sunday afternoon at Deadwood Restaurant. Deadwood Restaurant has been serving the Bear Grass community since 1995.

By the next year, big changes started to occur, and Deadwood officially was born. It was decided that they should look into getting a beer license to go along with having bands on the weekends. Also, in August of that year, Deadwood hosted a popular band from Jamesville called The River Bend Band. Derek also decided that they should take the "stage" that the bands used and turn it into a dance hall, so they could host bands rain or shine. Although the dance hall did not open until 1994, they have since had many bands perform at the facility. Even though today they have slowed down on hosting bands, they still host bands occasionally. If you attended Deadwood to see the bands in the 1990s, you were likely to hear mainly country music, but with the evolution of music and what is popular, the types of bands Deadwood hosts have changed. Now, you are more likely to see The Switch



Ira and Derrick Price



The arcade is located inside the General Store, one of the many buildings at Deadwood that the Prices built by hand.

and The Mikele Buck Band performing at Deadwood.

Derek made a giant leap in 1995 when he sought a business loan to expand the little dance hall into a restaurant and a couple of swimming pools. But, it was later decided to not put in the pools and to scale the restaurant

down to just a snack bar for the guests who attended to see the bands. Shortly after introducing the snack bar area, however, Derek's neighbors approached him about eating without viewing the entertainment. At first, he was hesitant to let people in just to eat because he was not sure how he would like the idea of having a restaurant. However, he decided to let them in. "The back door soon became the front door," Derek said. As the popularity of the food grew, Derek decided to open the restaurant part of Deadwood yearround. That is also about the time that the night club scene was dying down, and as a result, the restaurant business picked up for him.

Deadwood is best known for its rib-eyes served with a baked potato and Texas toast. Although the rib-eye is what Deadwood is known for, it also serves other dishes like the Yellow Bellied Sapsucker, which is a breaded chicken or beef smothered in pepper gravy. There are even sandwiches on the menu; a few include the Cowboy Club and the Fire Cracker Burger. And for dessert, there is Fried Ice Cream, which is a deep fried flour tortilla kissed with cinnamon and honey topped with vanilla ice cream. As you can see, many of the meals have west-

"The back door soon became the front door." ern-themed names to go along with the theme of the restaurant.

By the 2000s, Derek was a father and so, he decided to set up something that families with children could enjoy. This is when the train, small roller coaster, and playground area were added to Deadwood. With this addition, more families began taking their children to Deadwood and even began having their children's birthday parties there.

Deadwood does not only offer great food and family fun, but it also hosts a "Trial of Jack McCall" dinner show. The "Trial of Jack McCall" is a play of the historical event that shows the murder trial of Jack McCall in a mining camp, which today is known as Deadwood, South Dakota. McCall was accused of shooting James Butler "Wild

Bill" Hickok in the head while playing poker in the Nuttal and Mann's Saloon No. 10. This play has been performed in Deadwood, South Dakota, since the mid-1920s, but it is a recent addition to Deadwood's entertainment. A little fun fact about this famous trial: the cards that Wild Bill was holding were aces and eights, which is now known as the "Dead Man's Hand." Deadwood hosts this play the first weekend of each month during the summer. If you want to go, it is best to get tickets in advance because they usually sell out quickly.

In October of every year, Deadwood hosts a Haunted House and Train Ride for Halloween. This popular Halloween event brings in thousands of visitors every year. The train ride goes through over three acres of wooded area that is covered in various Halloween decorations like skeletons, giant spiders, and even fog machines. Along with the haunted train ride, Deadwood offers a haunted house in the upstairs portion of the dance hall. Previously the haunted house was set up in the downstairs area, but since the event has gotten so big, it was decided that the haunted house be moved upstairs to continue having a dining area for the guests. Having the haunted house upstairs also makes it easier because they do not have to redecorate every weekend.

Another amenity Deadwood also offers is a location to host private events. The rustic banquet hall can be rented out for business meetings, awards ceremonies, training sessions, birthday parties, and even baby showers. The banquet hall is equipped to hold up to 150



The Iron Horse Express is a one mile long train ride that has been a part of Deadwood since 2000.



The outdoor stage in front of the Longhorn building is used for bands and picture backdrops.

seated guests. Deadwood also provides catering for the meetings that are held in the banquet hall.

Deadwood has gained popularity over the years. So much so, that in 2012, Derek signed a contract to have a reality show filmed there. After a lot of thought about hosting this reality show, he decided not to go through with it since most reality shows come with unwanted outside drama. But, Derek was also approached by National Geographic to do a segment of Doomsday Preppers, which he decided to do. The reality show focused on the "bunker" that Derek originally built to be a dining room for the restaurant that could host 20-25 guests and serve as a fort for the train ride. After the airing of Doomsday Preppers, Derek noticed a bit of an upturn in business.

Currently, Derek is looking for new ways to expand his family's business. He is planning to expand Deadwood, and in doing so, he plans to add a tour of the bunker which was featured on *Doomsday Preppers* so that guests can see what it really looks like. The Prices also plan to add Wild West reenactments to go along with the western theme of the restaurant. With the constant changes at Deadwood, it is always a interesting place to visit with your family over and over again. If you want more information, visit Deadwood's website at www.deadwoodnc.com.





This unique sign shows how far different towns are from Deadwood. For example, Dodge, KS is about 1,278 miles away.

### BILL'S HOT DOGS ESTABLISHED 1978

Angel Jordan

mericans consume about 20 billion hot dogs per year, which is good business for Jay Boyd. Boyd has been the proud owner of Bill's Hot Dogs (BHD) for thirteen years. Boyd took over the restaurant after the previous owner passed away. Although he has

never owned nor run his own restaurant before, he seems to be doing pretty well for himself and his family. Right now, it is only his wife and himself running the business, but they just recently had a baby girl. Boyd hopes that one day she will take over the business.

Boyd said, "The history and customers are what I like most about the business." Bill's Hot Dogs was started by Bill Jackson in 1928 in a service station. BHD is mostly advertised by word of mouth, but it is also advertised in the local newspaper and on Face-



book. "We get about 150-200 customers per day. Most of them are regulars," Boyd said. It seems that the advertising has been very effective if they are getting such good business!

Not much has changed since Boyd took over, so diners can expect to find the restaurant mostly in its original condition. So far, the biggest change that has been made to Bill's Hot Dogs is a webpage on the internet at www.billshotdogsnc.com. By being online, the business can communicate with its customers and

warn them if they are closing because of bad weather or if they have new features they want to announce. Once you are on the website, you can easily see where to go and what to look at, with options to view the prices. Then you are able to decide what you want to eat. They are even coming out with a new order online option soon, which is sure to get the community excited although they are still trying to work out all of the details.

Hot dogs are obviously their main





# "We get about 150-200 customers per day." Most of them are regulars."

offering, but they have chips and drinks that are available with the purchase of the hot dogs. They are even coming out with banana pudding soon, which will cost \$1.50.

The condiments on a regular Bill's Hot Dog include their famous spicy chili, mustard, and onions, and they even have packets of ketchup to add as the finishing touch.

Many people inquire about the famous spicy chili recipe, but Jay Boyd plans on keeping this family secret well-guarded. All Boyd can tell us is that "the chili stays the same. No one changes any-

thing." However, many people have tried to recreate the recipe and their attempts are posted on the internet. Upon seeing and hearing about people trying to recreate the famous Bill's Hot Dog chili, Boyd says, "I just sit back and laugh at it."

For as long as Boyd has been owner, he had kept up the family-oriented tradition of Bill's Hot Dogs. He has kept the prices low and affordable, but he tries to do what Bill Jackson did by keeping the people happy and coming back for more. Boyd has no plans of retiring any time soon, so there will be a strong owner there for a long time.



### FADED SIGNS

#### A PHOTO ESSAY

One of the many research projects the students embarked on this year was to collect photos about signs for products or businesses in the community. The students found and researched these old signs to find out more about the community they live in. Angel and Lesly focused on signage in Washington while Elizabeth chose signs in Martin County.

Each student chose a variety of unique and fascinating business advertising to research. Each sign tells a little more about businesses in our area. Some have since folded or evolved while others are still doing business the way they have for 100 years.

Not being from Washington, I have always wondered about the bowling sign on Market Street. Was there a bowling alley there in the past? Thanks to student research, I have more insight into what that sign was for.

In Martin County, one sign takes me back to just a few years ago when I would eat fried chicken and home-cooked sides for lunch at the R&C in Williamston with my coworkers. What a wonderful memory to have "cooked up" by my student's research! Sadly, the R&C has closed since those lunches years ago.



However, with each sign, a memory has been stirred or a new discovery has shown us something new. We hope our readers enjoy this glimpse we offer into the business history of our area.

#### **Editor**



Williamston Hardware Company was located on Washington Street in Williamston. The business closed its doors more than 25 years ago. This sign is located on the side of the current Martin County Arts Council Building.



Glamour Unlimited, a photography studio that specialized in glamour shots, was located behind Wells Fargo Bank in Williamston. The building is now used for Bella Vita, which is a beauty salon.



### Martin County

The Martin Supply Company is located on Washington Street in Williamston. Martin Supply opened in 1941, and the old timey hardware store is still operating today. There one can still buy seeds, hunting gear, and old-fashioned hoop cheese.



The R&C Restaurant, located at 108 Washington Street in Williamston, was established in 1946. Owned and operated by the late Russell and Carrie Griffin, it was later taken over by their daughter Brenda Griffin. R&C was known for their backbone, collards and oven-fried corn bread. The long standing restaurant closed its doors for good in 2007.



The Barnhill Supply Company building is located on Main Street in Everetts. Barnhill was the main store in the Everetts area. They had hardware, groceries, and nearly anything that was needed for farming. This business closed its doors in the 1980s.

Photos by Elizabeth Cobb

### Martin County





The New Dixie Warehouse is located in Factory Street in Williamston. This warehouse was used for tobacco and peanuts. The tobacco part of the warehouse closed around the turn of the century. The peanut part of the warehouse was closed a few years later.



The original Corey True-Value, located in Williamston, was best known for selling hardware and appliances and later installing heating and air. When George Corey began the business, the main focus was hardware and appliances, but that grew to include heating, air, and plumbing services. Today, his daughter, Mary Anne, continues to run the family business and has since added a snack bar and many unique items for sale.



The former June Day Manufacturing Company building is located on Washington Street in Williamston. June Day manufactured bathing suits. This business closed the 1980s.



Smallwood's Grocery is no longer in business. It is not known when it closed or to whom it belonged to. There is a building in the same lot that indicates another business that is no longer in use either or is shared with a church. It is located on the new Highway 17 S.



Alligood's Garage is one of the oldest, family-owned businesses that are associated and carry Goodyear's products. This sign has spent recent years in an office to keep it in good condition. It was manufactured in the 1920s. The garage is still family-owned and located at 527 N. Market Street in Washington.



R. F. McLawhon & Sons had been operated by Gentry Vauce McLawhon for over 50 years. The business used to sell farmmachinery. The building is located on 100 Church Street in Greenville, North Carolina.

Photos by Lesly Rivera

# Washington

Motor Parts Service Center has been in Washington for over 40 years. Its sign was repainted 8 years ago. It is located at 318 W. 3rd Street.



Photos by Lesly Rivera

# Washington

Albritton's seems to have been a car cleaning service. It is no longer in business. The building is located on North Bridge Street in Washington.





Beaufort County Iron Works has been in business since the 1950s. Its sign is over 50 years old. The original family does not own the business, but the services have remained the same. It is located on 132 W. 3rd Street.



May's Glass has been in Washington for more than 20 years. It is no longer in business. The building is located at 824 John Small Avenue.



Dairy Palace is located at 120 N. Bridge Street in Washington. It has contributed to the city for over 40 years.

Haven's Wharf is located at 411 West Main Street, Washington. The businesses housed within the building offer services including slips and moorings, sailing charters, brokerage services, and in-water repairs and installations.



The Rebel Tavern is located on River Road in Washington. Owned by the Selby family, in the 1950s, The Rebel was a restaurant called the San Moritz, which featured an outside venue with a dancefloor, bar, and jukebox. The tavern was converted into a private bar in 1968.



# Photos by Angel Jordan Washington



The historic Turnage Theater is located on downtown Main Street, Washington, NC. It was named after the owner, C. A. Turnage. The original theater contained an upstairs vaudeville theater built in 1913, but the Turnage closed in 1979. After extensive renovations, it is now home to Arts of The Pamlico which hosts plays, concerts, and art exhibits.



The old Phillips 66 is located beside the Rebel Tavern on River Road, Washington, NC .



Mar Lo's Flower and Gift Shop was established on January 13, 1983 in Washington with a ribbon cutting ceremony. Although the sign remains on the building at the corner of Main and Respess Streets in downtown Washington, Mar Lo's closed in a number of years ago.





Washington Jewelers is located on downtown Main Street, Washington, NC. It was established in October 1962 by Jimmy and Elvira Fortescue.



Located at 120 East M.L. King, Jr. Drive in Washington, the once A & P Ggrocery became a bowling alley in the 1980s. Today, Agape Metropolitan Community Health Services occupies the building, but the the bowling alley sign remains at the Market Street entrance.



Belk-Tyler's of Washington opened around 1936. Today, the terrazzo floor at the entrance of the downtown building reminds visitors of simpler times before the department store moved to its mall location in the early 1970's.

#### LIFE ON THE PAMLICO

is produced as the final project of HUM 120 Cultural Studies at Beaufort County Community College:

This course introduces the distinctive features of a particular culture. Topics include art, history, music, literature, politics, philosophy, and religion. Upon completion, students should be able to appreciate the unique character of the study culture. This course has been approved to satisfy the Comprehensive Articulation Agreement general education core requirement in humanities/fine arts.

For more information about this publication or the course, or to offer comments or suggestions, please contact Suzanne Stotesbury at suzanne.stotesbury@beaufortccc.edu.

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