

Port Jefferson Firms

WATER IS THE FIRST REQUISITE OF THE COMMUNITY

We gather, store, purify and distribute this prime necessity to Suffolk and to 32 other Long Island communities.

SOUTH BAY CONSOLIDATED WATER COMPANY

VARIETY STORE

OETTINGER VARIETY STORE

Headquarters for NESCO SAFEMATIC GASOLINE STOVES FLORENCE STOVES & HEATERS

Main St. P. J. 397

FURNACE & FUEL OILS

SWEZEY COAL & FEED CO.

FURNACE & FUEL OILS FUEL OIL FOR ALL TYPES OF BURNERS

Phone P. J. 555 Patchogue 270

REAL ESTATE & INSURANCE

FRANK HOCKER & SON

REAL ESTATE AND INSURANCE

326 Main St. Phone P. J. 368 - 476

AUTO SUPPLIES

ROSCOE LOPER

SINCLAIR GAS & OIL GOODYEAR TIRES TUBES EXIDE BATTERIES IGNITION PARTS

143 Jones St. Telephone 22 Port Jefferson

ELECTRICAL CONTRACTOR

SINCOFF ELECTRIC SERVICE

ELECTRICAL APPLIANCES AGENT FOR COPLAND REFRIGERATORS Quiet Max Oil Burner Wiring for Light and Power Main St. Port Jefferson Station Phone P. J. 680

LANDSCAPE GARDENER

LAUREL CENTRE GARDENS

WM. A. FRENCH, Prop. PLANTS :: SHRUBS :: TREES :: FLOWERS :: AND :: SEEDS FRESH VEGETABLES DAILY :: RIGHT OFF THE FARM PLANT SPRAYS AND SPRAYERS

N. Country Road Phone P. J. 330

DRUG STORE

C. W. DARE

DRUGS -- SICK ROOM SUPPLIES -- UNITED CIGAR AGENCY -- BOOKS FOR CHILDREN -- Look Over Our 16c Counter for Bargains

Main St. Phone P. J. 150

MARKET

NATIONAL FOOD MARKET

"PURE FOODS AT PRICES THAT ARE REASONABLE" Grade "A" Meats - Fresh Vegetables - Honest Groceries Telephone Pt. Jefferson 269 Main St., Pt. Jefferson Station

FURNITURE DEALER

GLASS BROS., INC.

COMPLETE LINE OF PARLOR SUITES, BED ROOM SUITES AND DINING ROOM--BEDDING, FLOOR COVERING AND WINDOW SHADES--DELIVERIES MADE PROMPTLY

236 Main St. Port Jefferson

BUILDING MATERIAL

LONG ISLAND SHORES, INC.

WHOLESALE BUILDING MATERIAL Washed Sand, Gravel, Crushed Stone, Cement, Cinders "Service When Performed Counts"

BAKERY

JOS. WORTMANN SANITARY BAKERY

BREAD :: ROLLS :: PIES :: CAKES Fresh Rolls and Buns Twice Daily

Main St. Port Jefferson Station

PHARMACY

CHAS. J. ZIMMERLEIN

ONLY PURE DRUGS AND CHEMICALS ARE USED IN THIS STORE PRESCRIPTIONS :: PATENT MEDICINES :: CANDIES :: SODAS

Stony Brook 277

GARAGE

RUHLAND'S GARAGE

Here You Will Find a Complete Garage Service GAS :: OIL :: TIRES :: TUBES :: STORAGE General Repair Shop Specializing in All Makes of Cars.

Tel. 177 Solonick EAST BETAUKET

BUILDING GOODWILL

There are almost as many kinds of advertising as there are kinds of merchandise to sell.

The kind of advertising of which this page is an example is called Good-Will Advertising.

Leaders in their lines of business and in the professions were sufficiently impressed with its importance to subscribe to a series of such pages, published in the Times-Echo, of which this is the last.

Their object is to reestablish confidence in the future soundness of business conditions in Suffolk County and the Country.

We have pointed out that money is not made and prosperity reached by means of a magician's wand or tricks of black magic.

Sound values and honest service remain the backbone of good business and fair profits.

Speculation and other royal roads to riches may catch the public's imagination for a time; enormous profits may be made with little effort and as a result of comparatively insignificant investments.

But that sort of high finance does not endure. When it crashes there is woe in its wake.

Such a woeful period recently was lived through. We still are suffering from its effect.

There are many kinds of advertising besides good-will advertising. Some advertising is written to sell specific merchandise. Department stores use this type. Then there is radio advertising. This is one of the newest forms of advertising. This is mostly good-will advertising or creating-general-demand advertising.

Newspapers have fostered the growth of radio because of the tremendous reader interest in this field of entertainment. Now some newspapers are worrying that they have nurtured a radio juggernaut which will strip their columns of advertising.

There is no occasion for worrying about this. Radio and newspaper advertising must be inter-dependent. In fact this is true of practically all advertising.

Advertising is admittedly the greatest business stimulus of this century. Instead of one form of advertising battling another form, it will be discovered that the more types of advertising that are developed and prove profitable, the more advertising there will be for each type of medium.



COMPLIMENTS

GREAT EASTERN GRAVEL CORP.

A Real Port Jefferson Booster

PHARMACY

THE ECHO PHARMACY

GEORGE OKST, Prop.

We are in Business for Your Health -- Your Prescription is Compounded Here Just as Your Doctor Wrote It -- Only Pure Drugs and Chemicals Used. Prescriptions - Sickroom Supplies - News Depot - United Cigar Agency

Main St., Port Jefferson Station Phone P. J. 400 - 615

HOTEL & RESTAURANT

TEDDY'S HOTEL & RESTAURANT

SPECIAL DEMI LUNCHEON 50c SERVED FROM 11:30 TILL 2:30

FULL COURSE EVENING DINNER SERVED FROM 5:00 TO 9:00 P. M. 75 Cents We Cater: Banquets, Weddings, Parties, and Clam Bakes Port Jefferson Opp. Ferry Phone P. J. 310

LAUNDRY

COMMUNITY STEAM LAUNDRY

Your Clothes Are Washed and Rinsed in 13 Different Changes of Water No Wash Day Worries When We Do Your Work Have Your Clothes Washed the Right Way--The Community Way. Your Old Rugs & Blankets Made Like New A Service for Every Purse. 116 Arden Place Phone P. J. 23

BEAUTY PARLOR & BARBER SHOP

HANST BEAUTY PARLOR & BARBER SHOP

WE SPECIALIZE IN PERMANENT WAVING, MASSAGING AND SCALP TREATMENTS, HAIR CUTTING DONE BY EXPERTS. MANICURING - SHAMPOOING

Main St. Tel. Port Jeff. 452

DAIRY

STONY BROOK DAIRY

YOU MAY HEAR OUR CREAM BUT YOU CAN'T HEAR OUR MILK MILK :: CREAM If you can't get Stony Brook Products at Your Grocer Just Phone-- STONY BROOK 355

JOHNSON, DRAKE & PIPER, Inc.

GENERAL CONTRACTORS

PAVING, BRIDGE AND GENERAL CONSTRUCTION

Port Jefferson 729

DRESS SHOP

"A New York Shop in the Country"

BERTHA DOANE DRESS SHOP

The Most Complete Line of Women's Apparel Dresses :: Stockings :: Hats :: Underwear :: Jewelry :: Pocketbooks Drop in and see the latest styles and our reasonable prices.

Main St. Phone Stony Brook 345

MEAT MARKET

SMITH'S MARKET

Only Fresh Government Inspected Meats Carried at Our Market SMOKED HAMS, L. I. DUCKS, STEAKS, CHOPS, ROAST BEEF & POULTRY We Are Not the Cheapest but the Best at Reasonable Prices Phone Stony Brook 238 - 346 Orders Delivered

DAIRY

COLINWOOD DAIRY

Health in Every Bottle

GRADE A PASTEURIZED MILK :: GRADE A RAW PURE CREAM BISCHOFF'S CHOCOLATE MALT SYRUP

Why Not Patronize "A Home" Dairy Who Is in Business For Your Health? Tel. P. J. 116 Port Jefferson

MEN'S FURNISHINGS

FELDMAN & GLASER

"Reliable Merchandise at Reasonable Prices"

FOR MEN AND YOUNG MEN SUITS - SHIRTS - HATS - UNDERWEAR - SHOES

Pressing and Repairing Come in and Look Over our New and Attractive Line of Fall Merchandise

BILLIARD & BOWLING

ECHO BOWLING ALLEYS

FRANK ARABA, Prop. YOU ARE INVITED TO THE GRAND OPENING, OCTOBER 1, 1931

Complete Regulation Bowling and Billiard Equipment in Port Jefferson PORT JEFFERSON STATION

FISH MARKET

PORT JEFFERSON FISH MARKET

WE CARRY THE LARGEST ASSORTMENT OF FRESH FISH DAILY LOBSTER - SHRIMP - SOFT CRABS - CRAB MEAT Just Phone P. J. 459 110 Surf Ave.

MOVING & TRUCKING

PORT JEFFERSON & NEW YORK

MOTOR TRANSPORTATION CO.

MOVING - STORAGE - TRUCKING - EXPRESS Daily Trips to New York and Return - Attractive Rates - Reliable Service Phone P. J. 293 N. Y. Office - Phone Walker 5-1748

BAKERY

PARADISE BAKERY

BAKERY -- LUNCH ROOM GOOD FOOD -- and -- BAKED GOODS

Tel. P. J. 469

HOTEL

HOTEL HAYES

When in Port Jefferson Stop at the Hotel Hayes Cheerful Home Like Surroundings Meals Served at All Hours CHINESE AND AMERICAN RESTAURANT 131 Surf Ave. Phone P. J. 218 Overlooking Port Jefferson Harbor

PLUMBING

A Master Plumber Who Can "Master Your Plumbing Difficulties"

JOSEPH GALLI

SANITARY PLUMBING - HEATING

Sheepscutt Road Tel. P. J. 47

FURNITURE

O. B. DAVIS, Inc.

FURNITURE FOR THE WHOLE FAMILY

RADIOS MAJESTIC ELECTRIC REFRIGERATORS

Port Jefferson Phone P. J. 285

LUMBER DEALER

LOPER BROS. LUMBER CO.

Established over 40 years

LUMBER :: BUILDING MATERIALS :: HARDWARE PAINTS AND PAINT SUPPLIES

Phone P. J. 105