

Farmers-Atlantic Bank, Ahoskie

Keen business men judge a town largely by its banks.

This being true, Ahoskie is particularly fortunate, for, in the Farmers Atlantic Bank, it has one of the most solid institutions of the financial kind to be found in the south, or in the entire country, for that matter.

Incorporated in 1914, the bank had on December 3, 1921, resources as \$562,516.21. Situated in a rich and fertile country, there is every indication that this showing will be doubled within the very near future.

Three years after it was incorporated the bank's business had increased so much that another home was necessary. So, in 1917, the bank removed to its present commodious and handsome quarters.

And now the business is still growing, and it may not be long before the bank will have to enlarge its present quarters or seek a third and bigger home.

On looking at the statement given out by the bank, one is struck with the two mottoes. These are: "Large Enough to Take Care of You," and "Small Enough to Know You." These breathe the spirit of the Ahoskie bank and describe it better than a column of mere words could. The hundreds of farmers who use the bank are made to feel that it is their personal home when they come to town. Each and all they are known by name by every employee, and no one is too busy to stop for a few moments of pleasant chat.

Another motto is "Always Ready To Serve You." It may be added that this motto is consistently lived up to at all times. Those who use the bank can depend upon prompt and accurate service at all times.

Bellamey & Company, Ahoskie

When you want a cooling drink, you go to "Bellamy's."

When you want guaranteed drugs, or the kind of candy that makes you solid with the best girl—you go to Bellamy's. Of course you do.

First of all, Mr. Z. V. Bellamy, the manager of the company, is a native of Hertford county. So naturally, he is going to see that his fellow citizens get the best that the mar-

ket affords. here is such a thing as carrying your pride of sections into your business, and Mr. Bellamy has done this.

The establishment would do credit to a city ten times the size of most modern in North Carolina, and Ahoskie. The fountain is one of those for the benefit of those who prefer to sit and chat while drinking their beverages. Mr. Bellamy has installed eight marble topped tables.

But the soda fountain is only one phase of the big business. The store has more than 2,000 feet of floor space, and every inch of this has been used to the best advantage.

One of the first things to greet the eye as you enter is the candy department. Here, all the toothsome dainties of the confectioners are on display.

S. J. Dilday, Merchant, Ahoskie

When a man has been in one particular line of business for more than twenty-three years, he is usually an expert at his work, not matter how intricate it may be.

Now, there a few lines of business more intricate than that of handling a general merchandise store. The proprietor must have a workable knowledge of almost everything under the sun, for his stock will include goods and chattels for every variety of trade and profession. He must know his markets and he must keep in touch with world affairs if he is to buy his goods at a price that will enable him to sell at a profit and yet make his charges reasonable enough to attract the buying public.

Mr. S. J. Dilday has been in the general merchandise business in Ahoskie for more than twenty-three years. His continued success and his immense modern store ample proof that he is one of those who know how to grasp opportunity at the right moment.

Ahoskie Department Store, Ahoskie, N. C.

Four years ago, Mr. L. Lipsitz and Mr. S. M. Applebaum were touring the South, looking for a location for their business. They were from Baltimore, the home of the wholesale and retail clothing business, and they also knew exactly what they wanted, why they wanted it, and how to get

it. When they struck Ahoskie, both said:

"This is the place!"

Their first store, established shortly afterward was a successful maneuver from the very beginning. Customers came, were satisfied, and brought back fresh customers.

Business grew, and the store was enlarged to meet it. Additional salesmen were taken on.

Now, the store occupies two full floors in the heart of the Ahoskie business district. It is jammed from the morning to night with crowds of eager buyers, and there is little doubt but that Messrs. Lipsitz and Applebaum will have to enlarge their present quarters at no very distant future date.

Sears and Brown, Merchants, Union

Two of Hertford County's most wide-awake and progressive young men are the members of the mercantile firm of Sears & Brown at Union.

Proprietors of a large and successfully conducted general merchandise store, Messrs. T. W. Sears and H. J. Brown have done much to build up Union as a highly satisfactory trading center for this entire section, and their store is headquarters for a large proportion of the trade in this territory.

There's a reason. For the firm has the reputation of carrying a high-class line of first-class merchandise in every department, and its policies of courtesy and accommodation have won for it the patronage and support of a large circle of customers who come for miles to do their trading there.

The firm has the agency for the celebrated line of the International Tailoring Company, and carries a well selected stock of dry goods, notions, boots and shoes for every member of the family, toilet articles, drugs, patent medicines, staple and fancy groceries, flour, feedstuffs and meal.

Paying highest market prices, the firm handles a large volume of country produce, making large shipments of poultry, butter and eggs, as well as garden truck.

The firm is the successor to Mrs. A. P. Sears & Son, and is one of the most substantial and best known in the county. Messrs. Sears and Brown are natives of Hertford, and are well and favorably known, being extensively interested in farming.

WE BEGIN WHERE THE PREACHER LEAVES OFF---Everything to feather the Nest

We carry a complete line of furniture and can satisfy the most discriminatory taste in furnishing a home



Proprietary Medicines, Toilet Articles, Cigars and Tobacco

Bellamey and Company
AHOSKIE, N. C.

M. D. GATLING, Vice President
D. P. BOYETTE, Vice President

C. G. POWELL, Pres.

V. D. STRICKLAND, Cashier
O. W. HALE, Asst. Cashier

WHY STUMP ALONG BY THE OLD RULE-OF-THUMB, WHEN YOU CAN HAVE EVERY MODERN HELP TO AID YOU IN LIFE? THIS BIG BANK IS THE SUPREME INSTRUMENT OF SECURITY AND EFFICIENCY AND OFFERS EACH AND EVERY PATRON AN OLD AND TRIED SERVICE



WE SERVE HUNDREDS OF PEOPLE IN NORTH-EASTERN NORTH CAROLINA.—WHY NOT LET US SERVE YOU WE OFFER TO OUR PATRONS EVERY COURTESY THAT CONSERVATIVE BANKING WILL ALLOW

RESOURCES OVER A
- HALF MILLION -

EVERY ACCOMMODATION GIVEN WHICH RESPONSIBILITY AND BALANCES WARRANT. WE INVITE YOU TO MAKE THIS BANK YOUR BANKING HOUSE

The Home of Guaranteed
4 Per Cent and Savings

Save and Earn

FARMERES ATLANTIC BANK

4 Per Cent on Savings

AHOSKIE, N. C.

4 Per Cent on Savings