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BERTIE COUNTY SECTION

TRANSFORMATION OF ROXOBEL, NORTH C.

From Britton's Cross Roads, or the "Old Red Store" to Growing Prosperous Town With Good School, Strong Financial Institutions, Factories, and Wholesale Houses.

Roxobel like all the towns in Bertie County has an interesting origin. The fertile farming lands near the Roanoke River, early drew enterprising planters to this section of the state. It seems those who first came were all of English descent. The Norfleetes, the Pughs, the Brittons, and others were very distinctively Englishmen, and they brought their English customs and ideas.

In 1820 William Britton and his wife, (whose maiden name was Wells) came here from Chesterfield county, Virginia; they purchased a store, which had a short time before been erected here in the woods at a cross roads. William Britton created a trading interest in the place and it became known as Britton's Cross Roads. In Darby's Universal Gazetteer, published in 1827, Britton's Store is mentioned as a post office in Bertie County, North Carolina, one hundred and twenty miles East by South of Raleigh. It is a matter of doubt when the name of our town was changed to Roxobel, this was probably done about 1840 and to Miss Fannie Norfleet belongs the honor of naming "Roxobel"; the name was taken from an English novel "Roxobel," a village tale, it was a beautiful story of pastoral life, the scene being laid among green hills and pleasant valleys of England.

The trading interest created by the Brittons in 1820 has gradually grown until now in 1920, commodious brick stores have replaced the old red store of 1820, two banking institutions are prospering and serving the town and community, a modern up-to-date building has been erected and for their life work, a five story peanut factory gives employment to many people during the winter months and our local peanut crop is prepared for the market at home; The Pea Picker Company is manufacturing pickers and it is interesting to note that this machine was invented by C. R. Liverman of Roxobel, after he had devoted much time and money to the project; a wholesale grocery company is flourishing and supplies the retail trade in many counties.

The enterprises mentioned above owe their existence to the fertile farm lands adjacent to Roxobel; the lands in this section are as productive as those in any section of the state; they yield cotton, tobacco, peanuts, corn, grain, potatoes, melons, grapes, been as much as two bales to the acre strawberries, vegetables and fruits of with an average of 1200 pounds of all kinds. The yield of cotton has nuts is large and Bertie is one of need cotton to acre; the yield of the banner peanut counties of the State—naturally our farmers are prosperous and the industries in our town are bound to prosper; Roxobel and the adjoining territory is the garden spot of the county, blessed with fertile soil, a mild climate, pure atmosphere and good water.

Roxobel's Churches

Roxobel has three churches, Methodist, Baptist and Episcopal. These churches all have regular services, and are doing faithful work for the Master. The Baptist church located in the center of the town, stands in the midst of a grove of magnificent oaks. This land, several acres in extent, was given to the Baptists about the year 1854 by a deed from Alanson Capehart, himself a Methodist. He was the leading merchant of Roxobel before and during the Civil War. By thrift, industry and business management, he accumulated a large fortune; while doing this he gained and kept the confidence and esteem of good citizens far and near. Soon after the Civil War he went to Balti-

more and engaged in the business of a commission merchant. When he left Roxobel, Bertie county, lost not only a leading citizen, but a man whom any community would be proud to number among its people.

Banking Conditions in Roxobel

We know of no town that enjoys better banking facilities than Roxobel; The Bank of Roxobel was organized in 1908 with capital stock of \$5,000.00; Leroy Capehart, President; R. C. Mullican, Cashier; within four years from date of organization, the stockholders doubled their capital stock from the earnings and still carried a surplus. It has since paid an average dividend of 10 per cent. and today shows surplus and undivided profits of \$11,000.00. Dr. A. Capehart is president, W. J. Capehart, cashier, with C. T. Peele, T. S. Norfleet, W. P. Harrell, G. H. Barnes, L. C. Hedgespeth, Leroy Capehart as directors. The Bank of Roxobel has been the peoples and under prudent management has made money for its stockholders and earned the confidence of the people.

The Roanoke Chowan Bank was organized in 1913 with capital stock of \$5,000.00; Dr. J. M. Jacobs was president and S. J. Fore, cashier. The capital stock was in such demand that in a few years it was increased to \$10,000.00 and John E. Peele was elected president. Under his management and that of the efficient cashier, Mr. S. J. Fore, the bank has prospered and besides a handsome dividend every year, has a surplus and profits of \$700.

The fact that two banks can show such a record of achievement in Roxobel, is one of pride to the people of this community, and the Bank of Roxobel and The Roanoke Chowan Bank invite the attention and scrutiny of the public and solicits a continuation of their confidence.

The Town of Roxobel an Ideal Place

To operate a business, to earn a living. To invest your money. To establish a home.

We have a good school.
We have three good churches.
We have two strong banks.
We have railway, telegraphic and telephone service.

We are in the midst of the finest cotton, tobacco, peanut and corn land in North Carolina.

We have good roads.
We have hundreds of bales of cotton shipped from here yearly.
We have thousands of pounds of tobacco shipped from here yearly.
We have factories and wholesale houses.

We have men with money and energy that who will co-operate with any good enterprise.

For further information, address Chamber of Commerce, Roxobel, North Carolina.

C. C. HUGHES, JR., DRUG-GIST, CONFECTIONS

No review of the commercial activity of Colerain, one of the best towns of its size in North Carolina, would be complete without reference to the business of Mr. C. C. Hughes, Jr.

Mr. Hughes is proprietor of one of the most attractive stores in this entire section. He is a believer in progress and up-to-date methods and his confectionery and ice cream store is the delight of the community so well conducted and attractive is it in every way.

A modern soda fountain where the choicest cold drinks and ice cream are served is surrounded by tables for ladies, and the stock of candies, confectioneries, cigars, tobacco, etc., as well as fruits, cannot be excelled.

In addition Mr. Hughes carries a line of patent medicines and drug sundries. His show windows are tastefully arranged, and everything is done for the convenience and comfort of customers who make the store their headquarters.

Mr. Hughes is one of the best known men in this section. He was formerly engaged in farming, and has a large circle of acquaintances.

Subscribe to the Herald and keep up with your neighbor.

C. R. OVERTON, UNDER-TAKER, COACHMAKER

A quarter of a century of honest, faithful and accommodating service to the people of one community is a record of which any citizen may well be proud, and he may appreciate it more when every one of his neighbors and friends say that it is true of him.

Such a man is Mr. C. R. Overton, coachmaker and undertaker of Powellsville, one of the best known citizens of Bertie county, and a man of wide experience and acquaintance.

Mr. Overton has a modern carriage manufacturing and repair plant, which handles a large volume of business. He is assisted in running the business by his son, and both are painstaking, accommodating gentlemen who are held in the highest esteem by their many friends.

In addition to the carriage business, Mr. Overton is engaged in the undertaking and funeral directing business. He carries a stock of coffins and caskets and funeral directors' supplies, and gives service throughout this section.

Mr. Overton is a native of Hertford County, and is affiliated with the Masonic fraternity. He is one of the most prominent men in the county and is noted for his honesty and square deal policies, as well as for his public spirited and progressive ideas, being always behind every progressive move in this section.

DR. J. B. RUFFIN'S, DRUG STORE

No review of the business and commercial development of Powellsville would be complete without reference to Dr. J. B. Ruffin's drug store, one of the most attractive and best equipped pharmacies in Eastern Carolina and one which is popular with the people of this entire section.

The store is exceedingly well arranged and is the most popular meeting place in Powellsville.

The stock is large and includes a complete line of pure drugs and chemicals, patent and proprietary medicines, rubber goods, sick room supplies, toilet articles and preparations, candies, confectionaries, tobacco, cigars, and cigarettes, stationery and novelties.

A handsome sanitary soda fountain is one of the features of the store. The choicest soft drinks and ice cream are served at the fountain which has especial accommodations for ladies.

The store has approximately 2500 square feet of floor space, and is neatly arranged.

The prescription department is prompt and accurate, and only the purest drugs are used in compounding prescriptions.

Dr. Ruffin is one of the best known physicians in Eastern Carolina, and is recognized as a business man and citizen of the highest character, and most progressive ideas.

W. H. BEASLEY & CO., GEN'L MERCHANDISE

"Everything for the family."

That is the motto of the well-known and long established mercantile firm of W. H. Beasley & Company, one of the most substantial in Bertie County, and one recognized for its splendid stock, its quality and accommodation for it has done much toward building up Colerain as a more and more satisfactory trading center for this entire section.

Mr. Beasley established the business thirty years ago on a comparatively small scale, and he has by dint of energetic effort, accommodation, and honest merchandise at honest prices, built up a business which reflects the highest credit on his ability and his standing in the community.

Included in his large and selected stock are dry goods, notions, shoes for every member of the family, clothing for men, ready-to-wear garments for women and children, gents' furnishings, hardware, crockery and queensware, furniture, floor coverings, harness, farming imple-

BANK OF COLERAIN, COLERAIN, N. C.

Volumes might be written on what a bank can accomplish for a community if it is conducted along proper lines, but one has only to review the development of Colerain and Bertie county since 1909 to fully appreciate what the part played by the Bank of Colerain has meant to this entire section, as well as to the prosperity of its citizens.

The principles on which the business of this bank have been conducted have been a guarantee as to its soundness, reliability, and character, for no worthy person so far has been refused its moral and financial support so far as has been consistent with the principles of sound banking. Its policies have been liberal yet conservative, and it has sought to become more and more a factor in the progress and development of Bertie county—the Garden Spot of the World.

From a beginning back in 1909 with a capital of 7,500, the bank now has a capital of \$38,550 and resources of more than \$300,000, a record which is not equalled by any other bank under similar conditions in the state.

The methods of the bank have been highly praised by bank examiners, and its customers are given every assurance of its soundness, one of the principal reasons for which that its directors and officers are constantly alert to protect the bank's interests and those of its stockholders and depositors. The directors are men who have made successes of their individual enterprises and therefore well qualified to advise and counsel the management of affairs of others.

The bank's home is a modern brick building with handsome oak fixtures, a large burglar and fire-proof vault, attractive and complete equipment and every convenience for handling its affairs.

The bank pays 4 per cent on savings and time deposits and has been a great factor in encouraging thrift.

P. R. GILAM, GENERAL MERCHANDISE

Windsor owes much of its business life to the great farming community of which it is the natural center, and such men as Mr. P. R. Gillam have been instrumental not only in holding trade from the agricultural section, but in bringing new customers to the town.

The reason is simple because it has been Mr. Gillam's idea since he established the business ten years or more ago, to give satisfactory service and accommodation to his customers, and as a result he has built up a trade which is exceedingly substantial and highly creditable to his methods.

Handling a complete line of general merchandise, as well as hardware, farming implements, fertilizers, seeds, stock feeds, etc., Mr. Gillam's customers find practically everything they want in his store.

Among his lines is furniture, floor coverings, stoves, and ranges.

In fact Gillam's store is stocked to equip the home and farm in every particular.

Dry goods, notions, toilet articles, are among the features.

Staple and fancy groceries, flour, feedstuffs, cured and salt meats, patent medicines and drugs are also handled.

Highest market prices are paid for country produce. His clerks are polite and accommodating.

ments, stale and fancy groceries, flour, feedstuffs, fresh meats, etc.

Among the special lines are salt fish of all kinds.

Highest prices are paid for country produce and a large volume of these commodities are handled every season.

The trade at this store extends for miles and miles around, and the reputation of Mr. Beasley is such that he has gained the highest confidence of his customers and the public generally.

Ice Cream---Cold Drinks

WE MAKE A SPECIALTY OF FRESH FRUITS

C. C. HUGHES, JR.

COLERAIN, N. C.

CONFECTIONERIES, CIGARS, TOBACCO AND DRUG SUNDRIES

General Merchandise

W. H. BEASLEY & CO.

Dealers in

SALT FISH OF ALL KINDS

Colerain, N. C.

The House of Quality and Service

C. E. MODLIN

WINDSOR, N. C.

General Merchandise

We Serve Others, Why Not Let Us Serve You?

We Offer to the Public
A Complete Banking Service.

Ask Anyone Who Banks With Us. Our Patrons are Our Best Advertisement.

SERVICE---SAFETY

OUR WATCH WORDS

DR. L. A. NOWELL, President
D. R. BRITTON, Cashier
W. J. BARNES, Assistant Cashier

Bank of Coleraine

Colerain, N. C.