

**BANK OF WINDSOR,  
WINDSOR, N. C.**

The strength and character of a town is an index to the reliability of its banks and their progress.

Such institutions as the Bank of Windsor are most valuable assets to a community and are potent factors in their development as has been proven so frequently since this institution was established in 1901, when Windsor was little more than a straggling village. The town has grown and so has the bank; they moved forward hand in hand, the Bank of Windsor doing much to advance the growth of the town by reason of the financial and moral support it has been able to give to its business men and to the agricultural interests surrounding the town.

Throughout its career of twenty years the bank has stood faithfully true to the principles upon which it was founded—that of service and accommodation. Every assistance compatible with the principles of sound banking has been afforded every worthy enterprise or worthy individual, and its resources have been used to aid the citizens of Bertie county.

Few institutions have made the record of which the Bank of Windsor and its friends are so justly proud. It has stood as a bulwark of financial strength in tiding farmers and others over the business depressions, and has maintained the financial equilibrium of the community in many ways.

The bank occupies a handsome two-story brick structure owned by the president and vice-president, with tiled floors, a burglar and fire-proof steel and manganese vault, with triple time extension locks, safety deposit boxes and other appliances. The mahogany fixtures add much to the appearance of the interior.

The bank has a capital and surplus fund of more than \$50,000 and its resources are now more than \$480,000 with deposits of more than \$350,000. Its influence is widespread, including firms, individuals and corporations on its books.

The officers of the bank are Messrs. Thomas Gillam, president; W. L. Lyon, vice-president; and A. C. Mitchell, cashier.

**J. J. MARDRE & BRO.,  
MERCHANTS, WINDSOR**

Headquarters for a quarter of a century for the farmers of Bertie County.

That is the reputation of the long

mercantile firm of J. J. Mardre & Brother, who for twenty-five years have been the main-stay of Windsor's commercial importance as a trading center and one of the most substantial business houses in this entire section.

The firm has more than 5,000 sq. feet of floor space, and its stock is large, assorted and well selected. In fact a customer can find most anything he or she desires in this modern and up-to-date emporium?

In addition to a complete line of general merchandise, the firm specializes in building supplies and material, hardware, farming implements of all kinds, and the best grades of fertilizers. It has a large trade among the farmers of Bertie and Hertford Counties, and is recognized for its reliability and for the splendid quality of its merchandise.

In other departments, the firm carries dry goods and notions, ladies ready-to-wear garments, children's supplies, mens' clothing, gents' furnishings, shoes for every member of the family, staple and fancy groceries, patent medicines, flour, feed-stuffs, meats, etc.

J. J. Mardre, senior member of the firm, is one of the most extensive farmers in Bertie County. Mr. George L. Mardre, manager of the store, is an experienced merchant of up-to-date ideas, and is well and favorably known for his desire to give his customers a square deal and honest merchandise at honest prices. He is a Mason, a member of the Episcopal Church, and a big, broad-gauged citizen, who believes in boosting the community and is always found ready and willing to aid in any move designed to advance the best interests of Windsor and Bertie County.

**L. F. PIERCE & SON,  
HARDWARE, PLUMBING**

Windsor is naturally proud of many of its enterprising and successful citizens, and among them are Messrs. L. F. and C. L. Pierce, members of the firm of L. F. Pierce & Son, proprietors of one of the town's most important commercial and industrial enterprises and one which brings a large volume of business to Windsor.

The firm specializes in hardware, plumbing, tinning, etc., and makes a specialty of manufacturing tobacco flues. It has a large trade throughout Eastern Carolina, and its workmen cover a wide area of territory working in all lines in which the firm

participates. It employs none but expert plumbers, and its installation of sanitary plumbing and heating outfits has been highly praised. Its roofing work is of a high order.

A complete line of stoves and ranges of the best grades are also carried.

The business was established a quarter of a century ago by Mr. L. F. Pierce, who came to Windsor from Carraville, Va., thirty-two years ago. He was formerly a member of the town school board, and has taken an active part in educational affairs, as well as other public spirited movements. He is a Mason, an Odd Fellow, and a member of the Baptist church. His son is a Mason, a Shriner and a Baptist also.

Both are counted among Windsor's most progressive and public spirited citizens. They are boosters, believe in co-operation and are always found ready and willing to give of their time and means in support of any cause designed to build up the community and promote the moral and material welfare of its citizens.

**WINDSOR AUTO CO.,  
AUTO REPAIRS**

Expert automobile repairing is difficult to find, but the motorist who has had experience with slipshod repairmen is not easily fooled the second time.

Reliability in a garage is a primary consideration with such organizations as the Windsor Auto Company at Windsor, and that accounts for its increasing patronage during the six years it has been in business under the management of Mr. E. V. Gaskins.

The garage occupies some 5,000 square feet of floor space, and has a complete repair plant with all modern equipment. Five expert mechanics are employed, and the repair work it does is of the highest class. Satisfaction guaranteed and reasonable prices are its motto, and motorists come many miles in order to have their troubles looked after by this establishment's high class employees.

The company carries a complete stock of motor car accessories, Goodyear and Kelly-Springfield tires and tubes, supplies, and oil, gasoline and greases.

It is the official Willard battery service station for this section, and batteries of all kinds are recharged and repaired promptly and efficiently.

THOMAS GILLAM, President

W. L. LYON, Vice-President

A. C. MITCHELL, Cashier

**This Bank Is Run For The Farmers and  
Business Men of North-Eastern  
North Carolina**

WE DO ALL THAT IS POSSIBLE FOR PATRONS  
AND NO ACCOUNT IS TOO SMALL.

START THE CHILDREN WITH A SAVINGS  
ACCOUNT. IF IT IS ONLY ONE DOLLAR—IT  
WILL TEACH THEM TO SAVE. MANY A BOY  
HAS GONE TO COLLEGE OUT OF THE MONEY  
HE SAVED.

**Bank of Windsor**

WINDSOR, N. C.

CAPITAL AND SURPLUS \$50,000.00

4

PER CENT ON SAVINGS

4

**FAIR PRICES**

IN ALL OUR YEARS OF BUSINESS OUR POLICY HAS BEEN TO GIVE PATRONS  
A FAIR DEAL AND THAT IS WHY OUR FIRM IS KNOWN ALL OVER NORTH  
EASTERN NORTH CAROLINA.

STAPLE AND FANCY  
GROCERIES  
GENERAL MERCHANDISE  
EVERYTHING FOR THE  
HOME AND FARM

MR. FARMER—

Do you know we make a specialty of wire fencing and farm implements. We suggest that you look over our stock and prices before making a purchase.

We have saved hundreds of farmers in this section money and can do the same for you.

J. J. Mardre

Geo. L. Mardre

**J. J. Mardre and Bro.**

Windsor, N. C.

L. F. Pierce

C. L. Pierce

LET US FIGURE ON YOUR WORK  
OUR PRICES ARE RIGHT

**L. F. PIERCE & SON**

Windsor, N. C.

Hardware, Plumbing, Tinning, Etc.

We Make a Specialty of Tobacco Flues