

Progressive Business Firms of Fountain Bid For a Share of Your Patronage

R. A. FOUNTAIN & SONS FOUNTAIN, N. C.

This is one of the largest mercantile establishments in the County, and was founded 38 years ago by Mr. R. A. Fountain, one of the county's most widely known business men and financiers. You will find at this mammoth store, everything in dry goods,



R. A. FOUNTAIN, Sr.
Business man and financier

shoes for the family, groceries, feed, seed, fertilizers, farm supplies, farm tools and implements, men's work clothing and furnishings, ladies and children's wear, hardware of all kinds, furniture and home furnishings. They are also buyers of cotton on a large scale, and operate a livestock business in connection. Associated with the founder are his two sons, R. A. Fountain, Jr., J. N. Fountain, E. W. Hunt and Roderick Harris, all young men of prominence in the community, and very active in the operation of this business.

As everyone knows, the farmer is the backbone of the country, when he fails to make a good crop, the whole country goes into a depression, first he must have the proper seed, feed, fertilizer, farm tools, implements, clothing, food, etc., and thanks to the R. A. Fountain & Sons store for carrying just these needed necessities, which are sold at the most moderate prices. Mr. Fountain also operates the Fountain Warehouse in Farmville, which is one of the largest and most progressive Tobacco warehouses in the bright leaf belt, and enjoy a patronage second to none, and they solicit your tobacco business next fall, and assure you a fair and square deal at all times.

People of Fountain are fortunate in having a concern like this in their midst, for they can obtain, all under one roof, most everything from a box of tacks to a large tractor, and as they are buyers in large quantities, they are able to meet all competitive prices, and if you will trade at this store, you will save many dollars on your clothing, grocery and farm requirement bills. The Stores slogan is—"If you can't find it here—it's hard to find," and this slogan has been lived up to 100 per cent. We are pleased to list the R. A. Fountain & Sons store with the many Fountain business concerns who have cooperated in this trade at home drive, and wish years of continued success and prosperity for the owners and store, and for a fair and square deal, plus dependable merchandise, trade at this store, which has rendered a faithful service to the people of Fountain for the past 38 years. adv

ELLIS DRUG STORE FOUNTAIN, N. C.

A good drug store is a town's most necessary and essential establishment, and the Ellis Drug Store is no exception. This store was first established 20 years ago by Mr. C. L. Owens, known then as the Owens Drug Store, and about one year ago, was purchased by Mr. E. E. Ellis, who has successfully operated it since. This store carries a complete line of staple drugs, sundries, rubber goods, toilet goods, stationery, candies, school supplies, patent medicines, all kinds of tobaccos and cigarettes, and other every day drug store necessities, and from the soda fountain, the most delicious drinks, ice creams, etc., are served, amidst the most sanitary conditions.

Folks, you should patronize your home drug store, remember, he has in some instances as much as \$25.00 invested in just one small bottle of a certain drug, which is probably used only once a year, but he is forced to carry same, never knowing when the occasion will arrive for its use, he is on the job all during the day, many hours at night, and on emergencies at anytime, he banks at home, pays taxes, helps in the support of home schools, churches, etc., and cooperates on all progressive movements made that lead to the general uplift of the town and county. Many times you see a staple drug store item advertised by some out of town drug store at a few cents cheaper than your home druggist sells it, but the time you spend in seeking same, and transportation costs added, you would have saved money by buying it at home, so be loyal and trade with your home druggist, who has his money invested in a stock for the convenience of home buyers, and has certainly merited

ed the first opportunity to sell you. This store is modern and up-to-date, attractive and appropriate fixtures are installed, and comfortable seats and tables are there where one may go and relax, and enjoy a delicious drink, such as served by the store. The United States Post Office is convenient to the store, being connected by a door which leads from the store to the lobby of the post office. We are pleased to list the Ellis Drug Store in this trade at home edition and urge the people of Fountain and vicinity to give Mr. Ellis a part or all of their Drug Store business.

BANK OF FOUNTAIN FOUNTAIN, N. C.

This is the Financial Pillar of Fountain and community and was established here many years ago. The President of this bank is Mr. Henry Clark Bridges; Vice-President, Mr. G. W. Jefferson; and Cashier, Mr. J. M. Horton, all prominent citizens of the community, who have won the good will and confidence of the people by their straight forward business dealings, and their every endeavor to serve the public with the very best banking facilities. Upon the shoulders of Mr. J. M. Horton, the major operation of the bank depends, and he is to be congratulated for the splendid success made by this institution, and for the splendid service they render to the public.

The Bank of Fountain is a strong and firm institution, they are members of the F. D. I. C. which guaran-



J. M. HORTON
Cashier Bank of Fountain

tees all deposits up to \$5,000.00 and when you entrust your savings to their vaults, you can rest assured that they will be safe and sound and at your command at anytime. They gladly make loans to deserving and reliable people, where desirable and sufficient collateral is obtainable, and their rate of interest for same is very liberal. Whether you be a big business man, large land owner, Doctor, Lawyer, Financier, or just a plain, everyday, humble individual, you are accorded the same courteous service, and always welcomed at this bank. The people of Fountain and vicinity are fortunate in having a reliable bank like this in their midst, and have certainly merited the patronage of home people.

People should pause a few minutes and realize what an institution of this kind means to ones home section, as without a bank in your community, the merchants would have no safe place to deposit their days receipts after the day's business is over, they would have no place to secure change during the day, and when you pay your bills by check, you have a bonafide receipt that stands up in any court, so be loyal to your home town bank, and give them your patronage, which they have merited 100 per cent. Do your banking business with the Bank of Fountain, which has rendered a faithful and honorable service to the people of Fountain and vicinity for many years, and where a royal welcome await you at all times.

THE SMITH & YELVERTON CO. FOUNTAIN, N. C.

Way back in 1911, when Fountain was just a small country cross-road community, this prominent and progressive concern was founded by Mr. D. Yelverton and D. F. Lang, known then as the Lang-Yelverton Co., and in 1915, Mr. C. M. Smith became a partner in the business, and the firm name changed to Smith & Yelverton Co., and has operated successfully ever since. The proprietors today are Mr. C. M. Smith, Mr. M. D. Yelverton and Mr. L. P. Yelverton, three very prominent business men of Fountain, who long ago have won the good will and confidence of the people by their fair and square business dealings, and by carrying a stock of dependable merchandise, offered at prices to meet the most humblest pocket-book. This store carries in abundance dry goods, shoes, ladies and children's wear, men's work clothes and furnishings, staple and fancy groceries, hardware, farm supplies, farm tools, implements, notions, feed, seed, high grade fertilizers,

and are buyers of cotton and country produce.

Mr. M. D. Yelverton of the firm served as Mayor of Fountain for several terms, and made the town a splendid official, many improvements being made while he was in office. Mr. C. M. Smith of the firm is a director in the Bank of Fountain, service on the town council for several terms, and is a deacon in the Missionary Baptist Church. Mr. L. P. Yelverton, junior member of the firm is a member of the Town Board at present, has served on the School Board for 12 years and is Superintendent of the Sunday School of his church. When your cotton is ready for market this fall, before you sell, get in touch with these people, they have made a careful study of the cotton business, and do the very best for all their patrons, they see to it that your cotton is graded right, weighed right, and do their best to get the very highest price, and if you will entrust your cotton business to this firm, we assure you that you will be pleased and satisfied, and get the high dollar for your crop.

Trade in Fountain, and with the Smith & Yelverton Co., their stock is now complete, they have courteous employees to serve, and you will save many dollars on your every need by patronizing this well known and progressive concern, which has been doing business with the people of this section since 1911, and are ever ready to serve you courteously and efficiently.

REDICK SERVICE STATION FOUNTAIN, N. C.

This is one of the most modern and progressive Service Stations in the County and was established in 1919 by Mr. J. W. Redick, who for the past 20 years has been wholesale distributor for the Standard Oil Co., in the Fountain territory. Mr. Redick is ably assisted in his business by his brother, W. C. Redick, who this writer thinks is one of the most courteous and efficient service station attendants I have ever known, as he takes a personal interest in every patron of the station, the minute you drive your car in this station, Mr. Redick is at your car before you can bat your eye, he carefully checks your gas and oil, your battery and tires, fills your radiator with clean water, cleans your windshield, and does it himself, and does not wait for someone else to give his assistance, he has made a careful study of the service station business, and takes an extreme pleasure in satisfying all patrons of the station. In the repair department is Mr. Vernon Baker, an expert mechanic on all make cars,



J. W. REDICK
Distributor of Standard Oil products and when you entrust your car to him to be repaired, you can rest assured that it will be done right, and your car returned to you, running like new, and at a most moderate cost.

This Station sells Esso gasoline and motor oils, Goodyear tires and tubes, Willard batteries, fan belts for all make cars, cold drinks, etc., and right now is the right time to buy your tires for the hot summer weather, for slick and worn tires blowout quickly in hot weather, and you sure want your car to be a safety car by having dependable tires installed, so drop by the Redick Service Station and let Mr. Redick make you an allowance price on your old tires to apply on purchase price of a new set of Goodyears.

Mr. Redick, the proprietor, is a man well known and well liked by the people in his home community, he formerly served on the town council, is a member of the Board of Directors of the Bank of Fountain, and is also on the executive committee of same. Trade with the Redick Service Station in Fountain, which is modern and up-to-date in every respect, has rest rooms for both ladies and gentlemen, and renders a service not excelled by any other station in the community. adv

When a man gets the fever for political office there is no predicting the remedy that he will try.

It's about time for some ambitious student to insist that schools remain open during the vacation months.

Some shrewdness wonder what the "share" part of the word means.

G. W. JEFFERSON FOUNTAIN, N. C.

New stores have come and gone, some replaced by others, and many gone out of business forever, but this pioneer old store has stood the test of years, through good times, and depressions, and today has many of its first customers, (even their children and grandchildren still doing business there,) for they long ago were convinced that they could always do better at this store, hence they seeked no further market. You will find at this progressive store, which was founded 36 years ago by Mr. G. W. Jefferson and his brother, R. L. Jefferson, two of the County's prominent business men, who's every endeavor is to sell dependable merchandise, at the closest margin of profit. At this progressive store, you will find staple and fancy groceries of all kinds, feeds, seed, farm supplies, farm tools, implements, shoes for every member of the family, hardware, dry goods, and other every day necessities, and as the owner has the financial backing to go out in the market and buy his goods in large quantities, he is able to meet the prices offered by the larger stores in the larger towns, and if you will trade there exclusively, you will save many dollars on your grocery, clothing and farm supply bills.

Way back in 1904, the Jeffersons began their successful business career in a small way, with little cash, but with a willing and ambitious heart to make good in the business world, they opened a little store in Fountain, and by fair and square business dealings, by selling dependable merchandise at fair prices, and by always giving full dollar for dollar value, their business expanded by leaps and bounds, and today, they not only enjoy a nice patronage from the people of Fountain, but their business has extended to adjoining towns, and from all parts of the rural sections of the community.

Besides selling general merchandise, they are buyers of cotton and sell high grade fertilizers, and by carrying a stock of fertilizer in Fountain, they save transportation costs for their patrons, and also time, for they can deliver any quantity at any time, and at a price all farmers can afford to pay. Mr. G. W. Jefferson, besides operating this large store is Vice-President of the Bank of Fountain, and a faithful church member, being an elder in his church, and takes part in all affairs sponsored by this institution. He is ably assisted in his business by his brother's two sons, H. D. and R. D. Jefferson, two prominent young business men of the town, who have made many new friends for the store by their courteous and efficient service. Trade at home with this progressive store, which has rendered a faithful and efficient service to the people of Fountain and community for the past 36 years. adv

B. H. OWENS FOUNTAIN, N. C.

Nine years ago, this thrifty and progressive store was established by Mr. B. H. Owens, a wide awake and progressive merchant of Fountain, who's every aim is to sell quality merchandise at fair prices, and to treat every patron courteously, and to render an efficient service. You will find at this nice store, most everything in staple and fancy groceries, men's work clothing, country cured meats, country produce, notions, dry goods, patent medicines, plow points, harness, feed, seed, hardware and many other every day necessities. The owner of this establishment, Mr. B. H. Owens, is a native of the County, a faithful member of the Free Will Baptist Church, and has borne his share of the burden on improvements made in his home town. Mr. Owens is ably assisted in the operation of his store by Mr. Tony Gay, a popular young business man of Fountain, who greets every patron with a smile when they enter the store, lends his aid and experience in helping one make selections that fills their requirements best, and to make them feel right at home, and has made many new friends and patrons for the store by his courteous and efficient service.

This store is conveniently located, right in the center of the business district of the town, is always neat and attractive, and sanitation about the place is strictly A. 1. Mr. Owens buys all possible country cured meats and other country products raised by the farmers of his home section, paying at all times, the highest market prices and re-selling in his store at a close margin of profit. You will enjoy trading at B. H. Owens store in Fountain, all merchandise is conveniently arranged for the quick shopping of all patrons, the stock is always complete and fresh, you never find any old shop-worn goods there, as the proprietor is a shrewd buyer, knows the kind of merchandise demanded by the trading public of his home section, and keeps new merchandise coming to the store at all times. He has extended many favors to the people of his home section, by selling to responsible citizens on 30 day time accounts, and this has been highly appreciated by the ones who find it necessary to trade on this basis. This is a loyal

home owned store, and have merited the patronage of home people, and Mr. Owens will appreciate a part or all of your trade. We wish years of continued success and prosperity for B. H. Owens and his store. adv

THE J. L. PEELE GROCERY FOUNTAIN, N. C.

This is one of the most modern and progressive stores in the County, and was established four years



J. L. PEELE
Leading Grocer and Merchant

ago by Mr. J. L. Peele, a prominent citizen and business man of Fountain, who's ever aim is to serve his patrons with the very highest quality food products on the market, and always at "Live and Let Live Prices." You will observe in abundance, the minute you enter the store, fancy

bottled and canned goods, fine flour, coffee, fresh fruits and vegetables, all kinds of country produce, men's work clothing and shoes, notions, feeds, seed and farm supplies, and in the market section, the choicest of fresh meats, kept pure and sanitary at all times through modern refrigeration facilities, including a modern and up-to-date electric food counter, where all fresh meats and other perishables go the minute they enter the store, and remain there until sold, thereby assuring every patron of getting nothing but the best at all times.

Mr. Peele and his business mean much to the every day business life of the town, as he is not only a leader in the business field, but has served his home town as councilman for several terms, and did so for the benefit of all concerned instead of just a few individuals or to gain personal benefits, and has borne his share of the burden on all progressive movements made that have led to the general uplift of the town and county. He is also a Deacon in the Presbyterian church, and was Superintendent of the Sunday School for many years. As everyone knows, the independent merchant has had a hard uphill fight during recent years, by strong competition given to them by the large out of town owned stores, but by certain regulations made by the government, the independent merchant can buy his merchandise now as cheaply as his larger competitor, which affords him meeting all competitive prices. Mr. Peele has also got into the Livestock business on a large scale, and is one of the largest dealers in the county, and if you have any hogs, or cows to sell, phone 371, and Mr. Peele will come out to your farm, and make you a liberal offer for your stock. Trade with

C. L. Hardy Curing Corporation

The Superior Curer Assures Greater Value Per Pound Thru Uniformly Controlled Temperatures

The Superior Tobacco Curer made in Maury, North Carolina, by the C. L. Hardy Curing Corporation is one of the most economical and successful cures ever manufactured. It is manufactured in a modern, twentieth century plant, where skilled and experienced workmen are employed, all under supervision of Mr. G. C. Leonard, who is Secretary and Treasurer of the plant, and who has had six years experience in the manufacture of Oil burning cures, being connected with one of the largest concerns in the United States for many years, and he brings this experience to his present firm, who are now enjoying a nice patronage from tobacco planters all over the territory. This plant was organized by Mr. C. L. Hardy, one of the County's most prominent business men, who operates a large mercantile business in Maury, as well as some of the largest farms in the state.

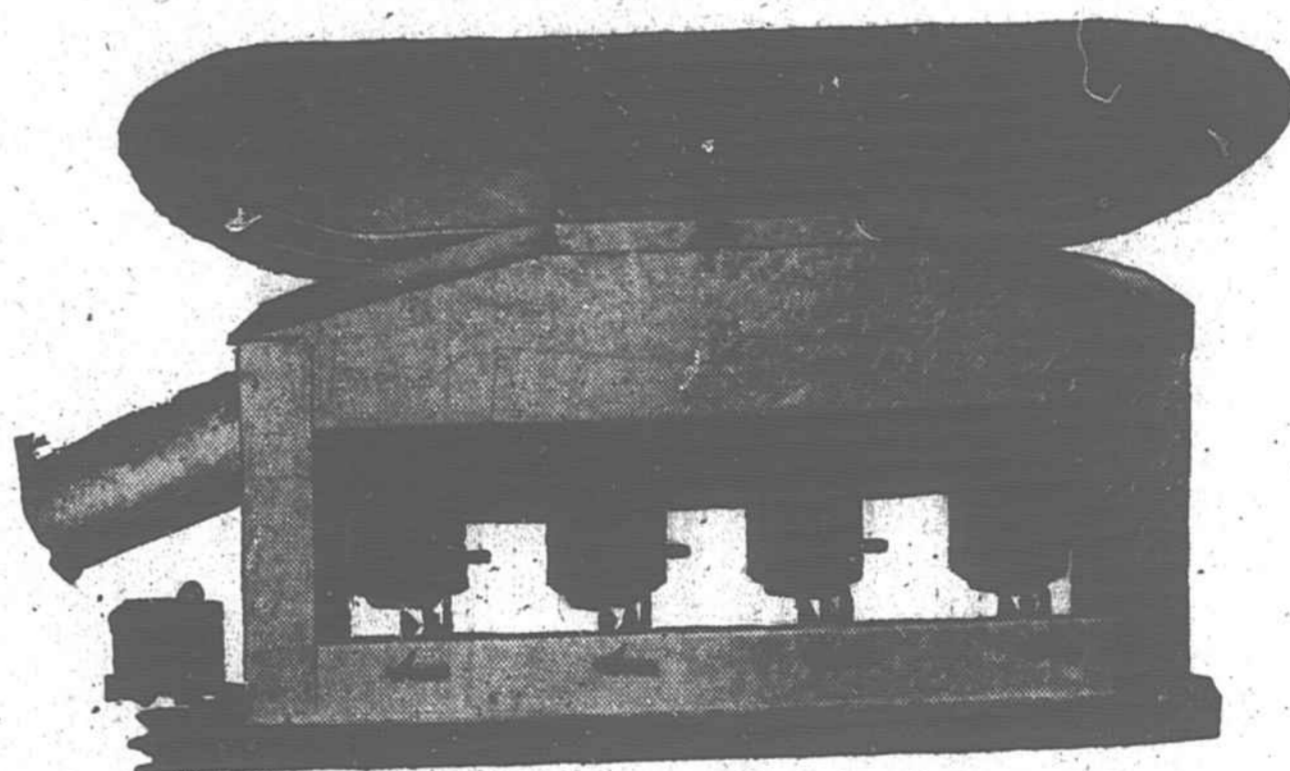
The Superior Curing System is designed not only with regard for simple operation, but for long and continued use. The material is ALL NEW and of the highest quality. The workmanship is unsurpassed and closely supervised. The same type of control valve used in the Superior System is also used by other leading manufacturers of oil burning equipment. This is an exclusive "Superior" feature. It is dependable yet simple to operate. The user of the Superior Curing System is assured of many years of uninterrupted and satisfactory service.

your home owned stores and help build a better community, Mr. Peele will appreciate any business given to him, whether you come in the store to buy a box of matches or a truckload. Mr. Peele has cooperated 100 per cent in this Trade in Fountain Drive, and we congratulate him for the splendid stock carried, for the ideal manner in which he conducts his business, and for the splendid success made in the business world. adv

One of these days somebody is going to discover the truth and it will probably surprise all of us.

HAPPY BIRTHDAY TO . . .
THE FARMVILLE ENTERPRISE
ON THEIR THIRTIETH ANNIVERSARY!

CURE THIS YEAR with the . . .
Superior Curing System
— FOR —
**Economy — Simplicity
and Uniformity**



This is the Tobacco Curer you've wanted . . . it's

The SUPERIOR
With the EXCLUSIVE Heat-Directing
Hood and Positive Oil Control!

Think what that means to YOU! Acreage reductions means that you must GET THE MOST PROFIT from what you can plant . . . and this is the curer that will do it for you! The adjustable hood with finger-tip control works on a ball and socket. It permits you to direct the heat where it is needed instantly and easily. Uniformity is the result—ever curing and no curling.

Positive oil control using the same type valve used by leading manufacturers of oil burning equipment is dependable, simple to operate and effecting greater economy in oil consumption. This is an exclusive SUPERIOR feature in tobacco cures.

Numerous testimonials from successful farmers tell honestly of its efficiency and economy. Drop a card for complete details.

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