



"REVIEWING PROGRESSIVE BUSINESS FIRMS"



THIS PAGE EDITED BY W. E. MITCHELL

BRANCH BANKING & TRUST COMPANY

WILSON, N. C. — PHONE 2105

We wish to call attention of the local folks that The Branch Banking & Trust Company is also located in Selma, N. C.

Sixty-two years of service. Under the direction of astute financiers who have guided this well known bank to substantial progress, evidenced by the large business it enjoys and its enviable reputation for safety to depositors.

One of the institutions that gives stability to the financial and commercial interests of the country is The Branch Banking & Trust Co. From the day that it first opened its doors to the people it has always been under the management of con-

servative yet progressive men, of broad and liberal views in the matters of caring for their patrons' needs, yet men who have carefully guarded the best interests of and demanding the fullest security and adhering to the cardinal law of finance. This enviable policy has gained confidence of the people of all the surrounding country and among its customers you will find the majority of the community's most prominent men and firms.

The Branch Banking & Trust Co., conducts a general banking business. Its service and advice are sought by the largest corporations as well as by the humblest individual, and in

every instance the same courteous treatment is extended and the same careful attention given to the problems presented.

Its officers are men of high standing in their community, and are of sterling character and unassailed repute. They have always adhered to the soundest principles of banking and are well deserving of the magnificent patronage that has been extended to their ably managed institution. The Branch Banking & Trust Co., is one of the most valuable of the section's many valuable assets.

All deposits in this bank are insured by the Federal Deposit Insurance Company's plan up to \$5,000.00.

W. P. ROSE SUPPLY COMPANY

GOLDSBORO, N. C.

Located at Center and Holly St., opposite new water tank. They handle a complete line of brick, lime, cement, sand, gravel, interior finish, building paper, roofing and concrete products. Phone 33. W. P. Rose Supply Co. is one of the oldest establishments of its kind in Goldsboro. They have grown up with the city—serving Goldsboro and vicinity for years. They deserve the support and backing of every citizen with genuine pride.

While it is the object of W. P. Rose Supply Co., of Goldsboro, N. C., to obtain a fair and honest profit

from their dealings in building material, the guiding influence of this company has always been a determination to furnish the highest grade of building material at a reasonable price.

There is no one establishment in this community that has greater influence for the betterment of the building industry than this one. Contractors and the public in general have come to know that whatever they desire in the supply line can be secured from W. P. Rose Supply Co., of Goldsboro, N. C., with the knowledge that it will be of the highest grade, consistent with price.

By purchasing to an advantage when the markets are right and employing experienced help, they are able to offer at reasonable prices high grade goods and encourage the extension of home and enterprise.

We are pleased in this edition to give commendable mention to W. P. Rose Supply Co. of Goldsboro, N. C., and assure the public that they will receive the best service and any information that is desired will be given in a most courteous and obliging manner by this firm's efficient employees and we only wish that there were more such firms within our midst.

CENTRE BRICK WAREHOUSE

HUGH H. COZART, J. C. EAGLES, Pioneer Warehousemen

The Centre Brick Warehouse has led the Wilson market for forty-seven years. Located in Wilson, N. C.

There is no establishment more worthy of mention in this review than this well-known tobacco warehouse. Under the direction of people thoroughly conversant with every feature of the business it is not strange that it has become one of the most important firms of the community. The Centre Brick Warehouse is noted for always paying the highest prices as consistent with good judgment. Bring your next load of tobacco here and learn the difference.

It is a well known fact that there is no one institution in the community that has met with greater

favor with the public than this well known concern. By reason of the fact that the management has had wide experience in every feature of the warehouse business and because of their comprehensive knowledge of every department of the trade, this establishment has continued to witness the increase in the number of patrons.

This is the day and age when the public demands not only magnanimous service, but the best in service. Thoroughly conversant with the general conditions and with an exceptionally wide experience in their particular field of endeavor, the management of this popular warehouse has been able to render a service to the people in their line that is dis-

tinctly satisfactory. Real service and the best prices possible has been the guiding influence of their policies and it has brought them trade from all the surrounding territory.

They deal on a large scale and their activities are conducive to the progress and expansion of the community is no small degree.

This warehouse is not only a well equipped and expertly operated business concern, but it is also an industrial and commercial organization of the community, and renders a service that is necessary to the onward progress of the community.

We refer the Centre Brick Warehouse to all our readers as one of the distinctive features of the commercial efficiency of this part of the State.

R. E. TOWNSEND

REAL ESTATE, RENTALS, INSURANCE — WILSON, N. C.

Located at 121 South Goldsboro Street in Wilson, N. C.—Phone 3216. This firm specializes in the handling of property for the out-of-town people. They also specialize in rentals of all kinds. They are dealers in Real Estate of all kinds. Get in touch with this firm for any information.

A large portion of the people of this community look to this agency for real insurance service.

Representing as they do some of the largest companies in business, they are equipped to serve every need in the insurance line. During the many years of service to the public this agency has created an enviable record for honesty and

efficiency and has built up a clientele of remarkable proportions, becoming one of the most prominent members of the profession of this section.

As the local representative of some of the largest insurance companies, they are able to render a service that is unexcelled elsewhere. That they have succeeded in building up a business on the sound basis of integrity and honesty, is evidenced by the fact that when one thinks or speaks of insurance, he unconsciously thinks of this agency. The two are firmly connected in the minds of the people of this vicinity.

In years long gone the business of insurance salesmen was to convince people of the necessity for insurance and to persuade them to secure their

protection. Today the work is not so much educational as it is advisory. The salesman or agent from his knowledge and experience is expected to assist his clients in selecting the kind of insurance best suited to their needs, the necessity for such protection is now generally recognized. No one of whom we have any knowledge is better qualified to perform this important function than this agency.

We therefore feel an unusual sense of satisfaction in directing your attention to the R. E. Townsend Agency of Wilson, N. C., and recommend them to all.

Finally, in closing this review, we feel impelled to congratulate the community upon having an agency of such rare capabilities.

WOMBLE VENDING MACHINE COMPANY

PHONE 2789 — WILSON, N. C.

Located at 230 South Tarboro Street, Wilson, N. C., this firm specializes in coin operated machines and is a large industry which has brought publicity and business activity to the city of Wilson from all parts of the country. This firm is under the direction of a management high in business and social circles of the community, which has done its share in aiding the continued progress and development of the city of Wilson. Truly an admirable industrial institution operating under

twentieth century policies. As the general purpose of this review is to give an adequate idea of their progress and the general excellence of their coin operated machines, we deem it quite appropriate to devote space to this well known firm.

There is not an establishment in the country in its line which is of greater commercial value than this company. Its directing head and associates have opened up channels of trade, not only for coin operated machines, but the Wurltzer, Seelburg,

and Mills phonographs, that heretofore were unknown to local industry. The Womble Vending Machine Co., of Wilson, N. C., is of great advantage to the prosperity and growth of the city as it brings money from all parts of the country to be spent among our people.

Therefore in reviewing the business and industrial progress of the community we wish to point with pride to this admirable industrial institution as probably the community's foremost example of our modern industry.

EASTERN CAROLINA BAKING COMPANY

K. W. BALDOW, Prop. — WILSON, N. C.

Located 120 South Street in Wilson, N. C., phone 2621. The business is conducted along progressive lines and we are proud to say that it is a credit to this part of the State.

To be able to make certain of getting absolutely good bread is a boon to the city. At this plant the most healthy ingredients are used in the process of manufacture. Analysis has proven them to be absolutely free from anything injurious; consequently they are not only health protecting but are health giving. They have a large variety of bread and novelties.

Their business has increased so rapidly from time to time until today they have a model industry. Everything in the plant is kept

scrupulously clean, as it is the policy of the institution not only to make bakery goods that will pass inspection, but to turn out products that are as near an approach to the acme of perfection as modern machinery and up-to-date methods will permit.

If the public could only comprehend how these products are handled by this company, could understand how pure and health-giving they are there would not be a family in the vicinity which would not be a patron of the concern.

Their Mother's Bread and their other bakery products are very popular in the community, being the best the market affords.

Their Mother's Bread has a whole-

some flavor, has a white close grain and does not crumble in cutting. When baked it is a uniform brown and carries a thin crust and of the finest texture and does away with the gas. Their bread is more expensive to make but costs you no more. The Eastern Carolina Baking Company of Wilson, N. C., is supported by several counties in North Carolina and this is one of the largest individually owned bakeries in this section.

The manager has been closely allied with the large business interests of this section of the State for some time and has been instrumental in the upbuilding of this section of the country and the patronage of the entire people.

SOUTHEASTERN FINANCE CORPORATION

R. S. NOOE, Mgr., H. W. SEVERANCE, Asst. Mgr.

Located in First National Bank Building in Wilson, N. C., phone 2185.

When you purchase a car on time, new or used, suggest that it be financed through this conservative finance company.

This is a concern which has many satisfied patrons throughout this part of the country and renders a valued and essential service, being the foremost one of its kind.

It is a well known fact there is no business in the community that has

met with greater favor from the public than this well-known establishment. By reason of the fact that The Southeastern Finance Corp. of Wilson, N. C., has had wide experience in every feature of this business and because of their comprehensive knowledge of every branch of the business, this establishment has continued to witness the increase in the number of their patrons.

There are no more public-spirited citizens in the community than the management of the Southeastern Finance Corp. of Wilson. We wish

to compliment them and direct attention to their business institution of the community as one of the reliable establishments which has added to the development and progress of this part of the state.

They are responsible for the bringing and keeping here of many dollars each year and in this review we cannot fail to compliment them upon their activities in the business world and predict for them a future that is fraught with great promise.

SMITH WAREHOUSE

WILSON, N. C. — PHONE 3187

Located on South Goldsboro St. This is a home owned and home operated Tobacco Warehouse.

Among the attractive and worthwhile features offered by the Smith Warehouse of Wilson, N. C., is that their interest does not end with the sale of your tobacco, but they are constantly striving to serve their many friends, the farmers, more efficiently year after year.

The Smith Warehouse of Wilson, N. C., is operated under the latest improved methods, which insures perfect care in the handling and dis-

playing of your tobacco. The Smith Warehouse is modern and built to render the proper light to display your tobacco to the best advantage.

The tobacco growers patronizing this warehouse have always been satisfied with their dealings and it is proven by their willingness to render every consideration and accommodation to their many friends that your patronage is appreciated.

The managers have at heart the interest of the tobacco growers of this section. And you can be assured that each and every pile re-

ceives their personal attention. Their price average is among the best to be had in the entire tobacco belt and, therefore, it is no wonder that they have become so popular over such a wide territory.

We in this edition consider it a privilege to compliment the Smith Warehouse of Wilson, N. C., upon the policies adopted and predict for them many successful years upon their dealings of honest weight, quick service and prices that are unquestionable.

EASTERN MOTOR SALES, Inc.

J. R. DAVIS, Mgr. — WILSON, N. C.

Located in Wilson, N. C.—Phone 2465. This firm is sales agency for the Oldsmobile automobiles. Oldsmobile, through their tremendous output and immense production, are able to put greater value in their cars, thus they are taking the leadership in offering to the public, cars of sound enduring value, and at most reasonable prices.

For those who desire payment arrangements, a plan has been inaugurated whereby you can purchase the Oldsmobile for a reasonable payment and the remaining payments as suits you conveniently.

To the vast resources already devoted to Oldsmobile investment was added that the new Oldsmobile might be built. It included the erection of

a special body plant.

No previous agency ever aroused so much interest, enthusiasm and comment. Thousands are learning their brilliant and totally new advantages. On every road and in every salesroom they are witnessing the abusive tests of a body so strong, solid and rigid that distortion, squeaks and rattles are as unlikely as in a steel building with doors hung that will bear the full weights of the suspended car without springing a hair's breadth out of true.

All bodies are of steel, bolted and riveted and finished in the best of paints in various color combinations, being very attractive in appearance.

The current Oldsmobiles are snappy in appearance. They embody all of the advanced Oldsmobile mechanical features.

No wonder the public demands that Oldsmobile increase their factory output. No wonder that Oldsmobile is in so great demand.

In this review of the progress of this section, The Eastern Motor Sales, Inc., of Wilson, N. C., line of cars should be referred to the people of this part of the State and it should be suggested that it would be well to look this line over before purchasing a car.

They have a fine line of used car bargains. Drop in and look them over.

A. D. MASSEY'S FEED & SEED STORE

A. D. MASSEY, Prop. — WILSON, N. C.

Located at 204 South Tarboro St., in Wilson, N. C. Phone 2554. They are special representatives for T. W. Wood & Sons of Richmond, Va. You will always find a complete line of field and garden seed at this store.

They feature the famous "Diamond" brand feeds. This is a firm that can always be depended upon to furnish high grade garden, field and grass seed in lots from one ounce to a carload. These people furnish seed adapted to this section, their seeds are always tested and you are not gambling when you buy from them.

The farmers and city people have come to know that they can get from them the best seeds and feeds of all kinds on the market, hence they seek no further market. They have a rep-

utation far and wide as business men of wide experience and straight forward methods and it is not surprising that the volume of business is ever increasing.

This is equally true of the Seed and Feed business, and the modern firm in this line must be one of advanced ideas regarding the scientific production of merchandise that is pure, tested and reliable.

Every farmer should call around here occasionally and see how production can be increased. Their brands are by far the better.

The matter of price has also received attention here, for it has become a well established fact not only in the city but in the surrounding

country that quotations of A. D. Massey's Feed and Seed Store of Wilson, N. C., are always as low as consistent with sound business. They permit no one to offer greater values, just as they permit no one to offer higher quality, and this happy combination has resulted in a large and ever increasing patronage.

It goes without saying that Mr. Massey is honest and straight forward and has won the patronage of thousands of local and nearby residents through this policy.

We are pleased to compliment the A. D. Massey Feed and Seed Store of Wilson, N. C., and to refer this establishment to all of the readers of this paper.

SMITH TRANSFER COMPANY

G. W. SMITH, Prop. — WILSON, N. C.

Located in Wilson, N. C.—Phone 2896. This firm is giving daily service from Virginia points to the two Carolinas. All agents and drivers are under bond. All goods are insured while in transit.

This firm specializes in over night service most anywhere. They save you time and give the best of service.

They are very popular with the people over this section of the state as they offer a most modern freight service.

In this undignified rush and hurry there is no name in this section of the country that sounds better than this up-to-date motor express.

They are equipped in the most modern manner, having trucks to meet all demands. In charge of them are drivers who are not only careful and honest but have clear under-

standing of all the good rules and a thorough acquaintance with mechanical equipment of the truck they are driving, thus assuring the people of efficient and rapid service.

Their service aids a great deal in making this city a more metropolitan place in which to live.

This concern is meeting with success as they solve the transportation problems, and offer first class accommodation, they are prepared better than ever to carry freight which aids in the promotion of agriculture and commerce in the territory they serve.

They are responsible for the bringing and keeping here of many dollars each year and in this review we cannot fail to compliment them upon their activities in the business world and predict for them a future fraught with great promise.

WILSON VENEER COMPANY

PHONE 3086 — WILSON, N. C.

In a review of the business interests of Wilson there is no concern more worthy of extended attention than this one. This firm specializes in the manufacture of the very finest veneering.

They pay their labor the highest salaries consistent with sound business and offer the most sanitary and healthful surroundings to work in.

Here the public has at its disposal the services of men who obtained their manufacturing and business education in the school of practical experience. From the inception of the enterprise, quality has been the aim and the standard has been maintained from the beginning.

It is a concern, under competent direction of men interested in local development and its substantial and

well merited progress is a matter of actual fact, well known to the public.

The products manufactured by The Wilson Veneer Company are recognized by the trade as made of best materials and of the very best workmanship. They are sold all over the country and the users have always been well satisfied and demand their products when buying again.

In making this review of the inward progress of this part of the country the attention of the people is called to the advantages accruing to the public by the location of this industry in the high quality of the products and the commanding position they occupy in the manufacturing world, excelling as they do in their special field of endeavor.

FAIR VIEW NURSERY

C. H. PULLEY, Prop. — WILSON, N. C.

Located on Highway 301, adjoining the Country Club, Wilson, N. C., Phone 3656 and P. O. Box 382, Wilson, N. C. The Fair View Nursery is in a position to give prospective buyers a wide variety of specimens to select from. You will find many of their plants growing in the gardens and yards throughout this section.

Everything is guaranteed true to name and in perfect condition. Their many varieties of flowering shrubbery and evergreens are grown right, dug right, and sold right. They are kept in a healthy condition, so that when they arrive at the place of planting, they are in excellent condition and will grow rapidly.

This Nursery business requires considerable capital as well as a wide

range of ability and experience. Mr. Pulley is a practical nurseryman as well as being a wide reader of the best authorities on the subject and is an original and practical producer.

He understands the condition of the soil, proper location, cultivation, etc., and his knowledge of plant life, the nursery business and landscaping has given him a leadership in this field.

If you order a certain plant you get exactly what you order. It is a place that you can be sure of getting fresh and dependable nursery stock. You will also find Mr. Pulley very courteous and accommodating and willing to give you any information that you desire.