

# The Edenton Transcript

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EDITOR AND PROP.

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# EDENTON.

## THE Future Metropolis Of the Southern France Of America.

### Ideal in its Location, Fronting the Beautiful Waters of Edenton Bay and Flanked by Rich Agricultural Section.

### Grows Daily in Importance and Popular- ity as a Manufacturing and Shipping Center for Fish, Peanuts, Lumber and Cotton Products and in Retail Trade Lines Generally.

### A Town Where Public Spirit and Home Pride Are Expressed in Handsome Homes and Modern Municipal Advan- tages.

**E**DENTON, the County Seat of Chowan county, and a prosperous and progressive shipping point, industrial location and retail trade center, is delightfully situated on Edenton Bay at a distance of about seventy-five miles south of Norfolk by the Norfolk and Southern railroad. Another division of the latter system known as the Suffolk and Carolina railroad enters the town, also the Albemarle Steam Navigation Co., thereby making it easily accessible.

Edenton has today a population of nearly four thousand persons and it is experiencing a development along all lines, which is of the most permanent and progressive character because it springs from and is the result of superior natural advantages derived from the town's bayside location and transportation facilities and from its being surrounded by one of the most resourceful truck farming, stock raising, peanut and grape sections of the entire country.

As a shipping point and industrial center a number of enterprises in Edenton give employment to a larger force of persons in the cotton mills, lumber mills, peanut and canning factory and in the catching and marketing of fish. All the concerns located in the community have had prosperous careers, encouraging thereby the promotion of new industries which are now under contemplation and whose actual realization is but a matter of days and months.

Edenton is now being conducted municipally under a new charter especially adapted to its present and future needs. Under this charter the administrative officers of the local government have devised several methods of saving money without impairing the efficiency of service in the several departments. The money thus saved is devoted to local improvements of an extraordinary character which is strictly in the direction of beautifying the town. It is the intention to continue along these lines until a number of thoroughly beautifying improvements shall have been made. The electric light and water works plant cost \$35,000, but the service rendered now costs the town nothing and the revenue derived from the inhabitants leaves a margin to pay for municipal uses and needs. There is a well organized fire department with booths containing hose reels placed throughout the town and which are operated by public spirited citizens in the event of fire. The town is now contemplating sewerage facilities and during the past year the present progressive offices of the local government, responsive to popular sentiment, began the construction of new streets and sidewalks which will be extended constantly from time to time until this valuable form of improvement has been made general.

Edenton's schools, under the direction of efficient educators, impart an education which is a complete preliminary training to the higher institutions of learning and the churches, which are five in number, one of which possesses the distinction of being among the oldest in the country, having been erected in 1736, are well attended, their pastors enlivening and promoting that religious spirit which is the foundation of the best citizenship.

Possessing an ideal location, overlooking Edenton bay for miles

and in the distance a placid perspective of water, Edenton is beyond question an ideal home location. Beautiful homes are multiplied all over the town whose amplitude of proportions, grace of architecture and generous lawns signify commendable home pride, public spirit and prosperity.

Edenton, being the leading trade center of Chowan county, is the source of supply for all the people of this section for all their needs for personal use or consumption and for household and farm equipment, and the energy, enterprise and business ability of its merchants have made it a popular market, and one which for all ordinary demands cannot be excelled anywhere, not even in any of the larger cities. This statement is based on the fact that the Edenton retail establishments abound in standard goods and standard goods are the same price and quality all over the country—the same price and same quality in Edenton as in New York or Philadelphia, and hence identically the same values and buying advantages prevail at home. Then again, the methods of the Edenton merchants are characterized by their reliability, for their aim is to please and satisfy and in rendering satisfaction the mutual interest of buyer and seller are always promoted.

As a retail trade center Edenton has during the recent past grown steadily in popularity and prestige. This fact is realized when the stock equipments of today are compared with those of a few years ago; in the new enterprises that have been established and which have been successful, and in the efforts of the business public to introduce conditions whose convenience, variety of assortment and low prices have created an established preference for trading at home.

The Chowanoke club, com-

posed of many of the leading citizens and business men of Edenton, have their reading and assembly rooms, where the members and their friends foster the most friendly social relations and topics of timely interest affecting the welfare of the community are discussed and crystallized into organized effort.

The Edenton Retail Merchants association composed of nearly all of the business men of the town as its main factor in the town's progress, and its natural advantages, formulating plans and creating public sentiment which resulted in a number of improvements already begun and to be continued right along.

#### J. H. HOLMES CO.

DRY GOODS, CLOTHING, SHOES, CARPETS, MILLINERY.

In these days of alert modern merchandising methods the town that is daily forging ahead and winning popularity as a retail trade center, and more especially if there is a city anywhere conveniently accessible, must have behind it merchants who are progressive in their ideas and purposes, who realize and appreciate the advantages of what are claimed to be metropolitan methods in their store management and arrangement, and who, as buyers, keep in constant touch with first hands to secure their stocks and possess always a thorough knowledge of market conditions. That these conditions prevail in Edenton there is abundant evidence everywhere in sight in all lines of merchandising and, among others, abundant evidences are presented by the J. H. Holmes Co.'s dry goods, shoes and clothing establishment. Occupying a double store two-story building on Main street, 56 x 100 feet, and embodying about 9000 square feet of floor space, the neatly dressed large plate glass windows are the constant heralds of the season's offerings, reflecting from time to time current styles and high class standard productions in different lines. Entering the south store quarters and passing along the aisle one comes first to the silk and dress goods counters, which contain varieties of the latest patterns in a variety of textures and prices; next adjoining

ing and further along are the dry goods stocks, and farther along the millinery department, where a number of experienced trimmers are employed in reproducing the very latest millinery creations; then the office, and, turning about and walking back towards the street, comes the department of millinery trimmings, containing complete assortments of silk ribbons, feathers, plumes, and ornaments, and then the corset and notions stocks. In this department are found the celebrated W. B. and American Lady corsets, which are handled exclusively by this store. All lines are neatly and attractively displayed on shelves and counters and easily accessible, so as to contribute to the convenience of the patrons.

Crossing over to the North store-room, one comes upon the gentlemen's furnishing goods to the right, where the latest styles of neckwear are displayed, likewise the leading and standard productions in shirts, underwear and motions generally; adjoining this and in a passage way between the two stores is the pattern department where a full line of Butterick patterns are constantly on sale. Across the room and occupying the front division is the shoe department, where are found a large collection of ladies', men's and children's shoes, noticeable among which are such celebrated makes as the Walkover, the Howard and Foster and the Boyden shoes for men and the Lindner, Everybody's and other productions for ladies, types of the dressiest and most durable footwear on the market. The remainder of the room is given over to the clothing and hat departments, in which are found the unexcelled Hart-Schaffner & Marx clothing, among other makes, and the Stetson and other productions in hats and caps. On the second floor are found the carpet and rug departments, rubber boots and the surplus stocks, the inevitable result of quantity purchasing to secure inside and fractional figures from manufacturers and wholesalers. This business was established in 1902 as J. H. Holmes & Co., and nearly four years ago incorporated as the J. H. Holmes Company, with J. A. Woodard, President; J. M. Vail, Vice-President and J. H. Holmes, Secretary-Treasurer. Throughout all the departments eleven persons are employed who render an efficient and courteous service, which is a feature of the Holmes Store and which, with its excellent stock equipment, have made its name a household word in the homes, on the farms and in the villages and hamlets for miles around.

#### THE BANK OF EDENTON STATE AND COUNTY DEPOSITORY.

SECURITY is the ever desirable and indispensable feature of every successful banking enterprise and is reached and maintained only through careful direction and vigilant supervision and by a complete and an accurate knowledge of financial affairs as applied to persons and conditions within the scope of every bank's influence as a depository or financial institution generally. This element of SECURITY is the distinguishing characteristic of the Bank of Edenton and has been acquired and rigidly guarded and promoted by ample capitalization and a neat and constantly increasing surplus, by the safeguard of bonded executive officials, by rigid supervision and the publicity from time to time of reports of conditions, by a directorate composed of men of established integrity and reliability who exercise constant vigilance in the negotiation of all loans and over transactions generally, and by an equipment comprising the latest improved time-lock devices and fire and burglar proof safes and vault. The inception of the Bank of Edenton dates from the year 1895, when, by virtue of a charter obtained under the laws of the State of North Carolina, twenty years, and Cape May, New Jersey, effected and operation began in strict compliance with those laws. This institution enjoys the distinction of being the first banking enterprise to be established in the community and its inception has been, more than any other one cause, the most powerful factor in its subsequent development as a trade center, creating for the town and its people complete independence as a monetary center. The Bank of Edenton does a general banking business, a system of correspondents comprising financial enterprises on all the important money centers being established and constantly maintained in order to be able to offer at any time a prompt, reliable and satisfactory service. Its transactions consist in loaning money on approved signatures, discounting first class paper, receiving money for deposit in any amount, interest being allowed on time deposits, making collections and reporting same promptly and discharging all duties in connection with the care and handling of money generally, and always with such a service and facilities as arise from the adoption and enforcement of modern banking methods. The following figures taken from the books of this bank under date of March 24, 1909, furnish the very strongest proof in support of the statement that the Bank of Edenton is sound, solid and prosperous and that this great element of SECURITY is today, as it always has been in the past, the predominating feature:

Capital Stock	.....	\$50,000.00
Surplus	.....	10,000.00
Net Undivided Profits	.....	3,450.40
Total Deposits	.....	182,090.36
Total Resources	.....	245,540.76

The officers of the Bank of Edenton

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