

Edenton Firms Prepared For New Fall Business

NEWEST MOTOR COMPANY



CHOWAN MOTOR COMPANY

Just a little over two years ago, June 1, 1933, to be exact, the Chowan Motor Company was formed, which is composed of J. Ernest Jackson, president; L. S. Byrum, vice president; O. B. Perry, secretary-treasurer, and Jordan Yates, service manager. This combination includes all the requisites necessary to conduct a successful automobile concern, and as a result has built up a splendid business, selling many Chevrolet cars in this and adjoining counties, as well as winning many customers for automobile repairs. C. F. Russell, J. L. Baker and Roy Emminizer are also associated with this company as salesmen and the office work is in charge of Miss Emma Byrum, who is thoroughly acquainted with this branch of the business. The company boasts many satisfied customers and is especially anxious to be of service to friends in Bertie County. The plant is housed in the old Edenton Motor Company building on Queen street, just off from Broad street.

Clarence Leary Heads Bonded Warehouse

Edenton has a bonded warehouse, the manager of which is J. Clarence Leary and is operated in connection with Leary Bros. Storage Company. This concern advances agencies, including the North Carolina Cotton Growers Cooperative Association, the Bank of Edenton and cotton brokers. The warehouse, established only a short time, has already accommodated many farmers and the manager is very anxious to be of still further service. Any information will be gladly given by Mr. Leary who urges farmers to make use of his facilities.

Edenton Feed & Fuel Serves Many Farmers

Catering especially to the needs of the farmer, the Edenton Feed & Fuel Company has during the past several years obtained a large patronage from the farmers of Chowan County. The manager, Raleigh Hollowell, is well and favorably known all over the county and is now anxious to add new customers in adjoining counties.

Mr. Hollowell is especially featuring Farmers' Cooperative Exchange feeds and grains and handles practically everything used on the farm. He also sells all kinds of coal.

Excellent Array Of New Stock On Hand

Message Sent to Many Neighboring Potential Customers

INVITE VISITORS

Merchants Assure Good Merchandise at Fair Prices

Being desirous to expand and be of greater service to a larger number of people, Edenton business concerns this week, in cooperation with the Chowan Herald, are sending a message to many readers, calling attention to the merchandise carried in stock and issuing an invitation to trade at their various stores. Without exception, Edenton merchants and business firms are anxious for new business in the territory covered by this issue of the Herald and have made it possible to invite many potential customers to come to Edenton to trade.

Edenton merchants in anticipation of an increased fall business have accordingly ordered a full line of the latest goods.

Many of these items can be seen displayed in show windows, while counters and shelves are teeming with bright new stock that will be desired when once seen.

Shoppers have an advantage in buying in Edenton due to the fact that the stores have capable corps of clerks who can attend to their wants in an efficient and courteous manner. But efficiency and courtesy are not

all. Edenton boasts of no official community motto but if it did pick one out for the world to read it might use advisedly and with full propriety "et integra perpetua." Broadly translated this means "honesty in all things" or, better still, "honest at all times." For if there is one thing that Edenton's merchants are proud of, prouder than the fine lot of goods ever on their shelves, goods comparable with the stock in trade of cities a hundred times the size of this community, it is their business honor.

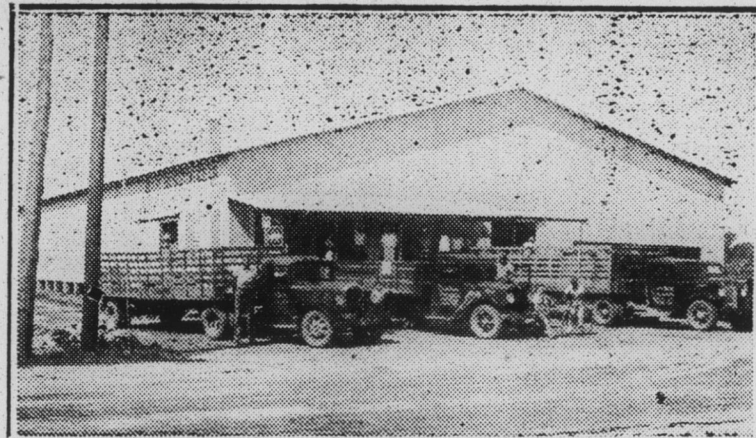
Their standards of honorable dealing center about the best obtainable anywhere at prices to fit any purse.

Some town stores make a play of kowtowing to a type of exclusive trade. Not so Edenton. It has what you want when you want it, and you are as welcome as the flowers of May with a dollar or a hundred dollars in your pocket. Edenton is a democratic town, capitalized and uncaptialized, and a broad spirit of geniality awaits customers everywhere whether on a shopping tour of examination or a tour of spending.

It would be false to say, however, that Edenton merchants are indifferent. They are out after business but they are not after it at the expense of the future. They seek satisfied customers above all else, for a satisfied buyer is a store's best advertisement.

Visitors from nearby sections of adjacent counties can always be counted upon to receive fair and impartial treatment in the shops of Edenton, and go home afterward knowing that "et integra perpetua" means something real on this side of the Chowan River.

NEW CONCERN... BUT GROWING



LEARY BROS. STORAGE COMPANY

Herewith is seen the present warehouse of Leary Bros. Storage Company at the North end of Broad street. The concern, of which J. Clarence Leary and West Leary are proprietors, was started about two years ago, and has increased its volume of business so rapidly that another warehouse is now in the course of construction on the site of the old Edenton Lumber Company. They specialize in storing peanuts and cotton and also buy peanuts, soy beans and country produce. They also sell fertilizers, seeds and peanut bags, as well as have a fleet of dependable trucks for hire.

Craven Test Indicates New Fertilizer Method

Two demonstrations conducted in Craven County indicate that fertilizer applied to the winter cover crop preceding corn will give better results than fertilizer applied directly to the corn.

In both demonstrations Austrian winter peas were sown last fall and turned under for corn in the spring, reported E. C. Blair, extension agronomist at State College.

On certain plots in each demonstration approximately 400 pounds of fertilizer containing 10 per cent phosphoric acid, four per cent potash, and no nitrogen were applied to the acre before the peas were sown.

No fertilizer whatever was applied

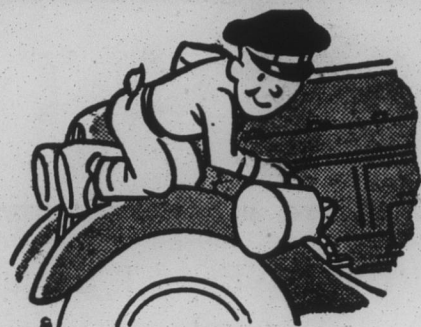
to the corn which followed the cover crop of winter peas.

On five other plots, no fertilizer was applied to the peas, but 400 pounds of 0-10-4, 400 pounds of 1-8-5, 200 pounds of 2-10-4, 200 pounds of 16 per cent superphosphate and 200 pounds of colloidal phosphate respectively were applied to the corn per acre.

Although definite results cannot be announced until the corn is harvested, Blair stated that already it is clearly evident that the best yields will come from the fields where all the fertilizer was applied to the winter cover crop.

He also pointed out that fertilizer applied to the cover crop does double duty, since it causes the cover crop to produce a better yield as well as the corn or cotton which follows.

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● You will see the difference in the starting of your motor and also withstanding the searing heat of your car's engine for hundreds of gruelling miles. GULF MOTOR OIL is a measure of safety which you cannot deny your automobile.

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That Good Gulf Gasoline

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Gulf Service Station

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Phc 122

Road Service

Edenton, N. C.

The Harvest Season Is At Hand

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EDENTON, N. C.