

# MAOLA PRODUCTS BECOMING MORE POPULAR IN EASTERN SECTION OF STATE

## Regular Service Maintained In Ten Eastern Counties; Plant Pays Big Sum Annually to Farmers

Operating a modern ice cream manufacturing plant in Washington, N. C., the Maola Company now serves practically all of Eastern Carolina, to be exact ten counties and is gradually extending the territory making from three times per week delivery to a regular daily service where necessary.

The plant is one of the most modern in this section and is equipped with the latest type machinery, the product being produced under the supervision of highly trained operators, with a capacity of more than 1,000 gallons of ice cream, and ice cream products, daily, covering the wide area with a fleet of specially designed refrigerated trucks.

Maola, since coming on the Chowan and Edenton market, has steadily grown in popularity with the consuming public, and within a short time general retail distributing points and dealers have been established, with the number of dealers served increasing in all sections of the territory.

The product is distinctive in flavor and texture, is produced from the finest ingredients obtainable and because of these facts, dealers throughout the territory are fast recognizing the public acceptance and preference for the Maola cream.

In the Washington territory thousands of dollars are paid farmers annually for cream, which must grade up to a high standard of quality, and according to Mr. F. E. Mayo, head of the organization, "we wish it were possible to buy our entire requirements from our local producers, thus keeping as much of our money as possible in our own section."

Serving the Chowan and Edenton territories as salesman is Mr. S. E. Rogerson, who has been associated with the F. E. Mayo Company for the past thirteen years. Mr. Rogerson is a native of Martin County and is well known throughout this section and popular with the retail trade. At present the Company makes three trips weekly and within a short time

coverage will more than likely be made more frequent.

Mr. F. E. Mayo, head of the organization, is also bottler of Coca Cola in the Washington territory, as well as a successful farmer, a prominent and well-known citizen and business man in his community.

## Facts About Swine

By DR. P. W. TEDDER, Veterinarian

In the past, farmers have had the idea that cholera was the most important disease in swine, and spent money each year to vaccinate their hogs against it. However, investigators have found that cholera is not truly the most detrimental factor against profitable hog raising, but instead, we find that parasites are the most detrimental to swine.

### Our Plan

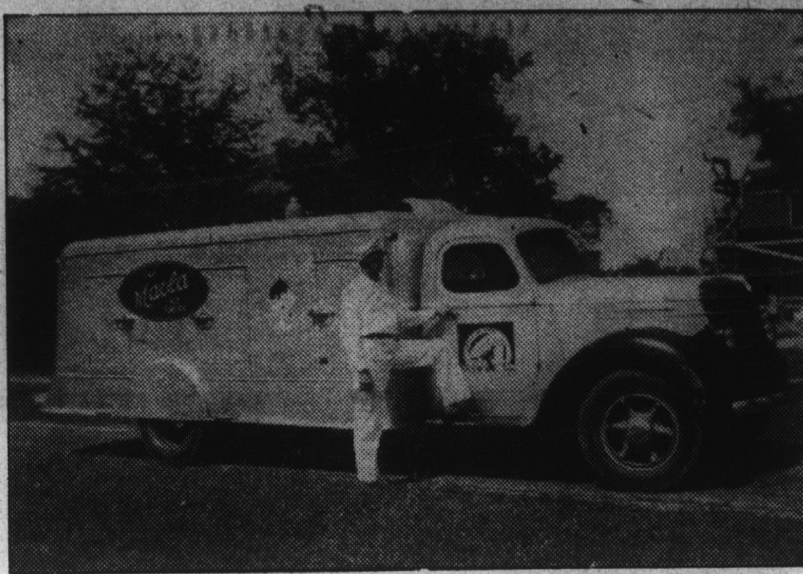
We wish to educate the farmers along the lines of raising swine free from parasites. This can be very easily done by simply using a little wire, land, and labor. For example, we wish to take a sow ready to farrow—place her in a private pen—take plain soap and water if nothing else, (more preferable—a mild disinfectant water) and wash the udders of the sow good and clean. This is to get rid of all the parasite eggs which are deposited around the sow's udder, thus preventing the little fellows from swallowing such eggs when suckling. Leave the sow in this private pen for some ten days, then place her and the little pigs on a pasture where hogs have not been for at least one year.

Pigs raised under the above system will fatten quicker; will resist diseases, cholera, pneumonia, swine plague, etc., more readily, and above all, the farmers can get a better price for healthy hogs. In such a way, we can finally eliminate cholera vaccination and save the farmers money.

### My Services

I would like to add that at any time I can be of service to you in the following counties: Chowan, Gates, Bertie, Hertford and Northampton, don't hesitate to call me night or day. I can be reached at the Makely Apartments, Edenton, or by telephone No. 89.

## Serving Chowan County



S. E. Rogerson, salesman for the F. E. Mayo Company of Washington, N. C., manufacturers of Maola ice cream and ice cream products, showing the modern equipment used in distributing the product in Edenton and adjacent territory.

## WHEN FIELDS ARE GREEN IN WINTER

Suggested by Hugh MacRae, of Wilmington, N. C., a new slogan for the South is gaining widespread indorsement. It is, "The South will come into its own when its fields are green in winter."

This pungent statement, strikingly emphasizes the importance of winter cover crops to the agricultural prosperity of the South. The rich soil and beneficent climate of the South provides ideal conditions for the growing of winter crops that will not only add their own value to the southern farm output, but will perform a greater service in enriching the soil and in bringing back the fertility that has too long been drained away from strength-depleting summer crops.

Many leaders in southern thought have already voiced their approval of the slogan, and the more widely known it becomes the greater will be its potential value to the section.

—Atlanta Journal.

## Protection For Game And Fish To Be Talked

Morehead City.—The State Board of Conservation and Development met here last month to consider game and fish protection, commercial fisheries registration and kindred subjects. Directors of various divisions of the

board submitted their reports and delegations of commercial fishermen were heard during the two-day meeting.

### They Might

If we ever lend a book we would like to lend it to a bootlegger. They never seem to keep any.—American Lumberman, Chicago.

## Hertford Plant Is Manufacturers Of SCOCO Fertilizers

### Distributes Product All Over Eastern North Carolina

Fertilizers for all purposes, cotton seed meal and hull products are manufactured in large quantities by the Southern Cotton Oil Company, which operates a large plant in Hertford, N. C. The products of this plant are sold largely throughout eastern North Carolina, and it is one of eight such plants owned and operated by the Company in the eastern section of the State. In addition to fertilizer and cotton seed products, the plant operates a cotton gin during ginning season, and buys large quantities of cotton seed and soy beans, maintaining a market for these products for local growers the year around.

During each year the Company pays out to farmers of the several counties it serves hundreds of thousands of dollars for farm products and during running season affords regular and profitable employment to citizens of Hertford up to more than a hundred people.

The Southern Cotton Oil Company came to this section in 1935, at which time they purchased the plant and equipment of the Eastern Cotton Oil Company, and now covers approxi-

mately 22 acres of ground on which is located nine buildings, with another under construction.

Mr. C. P. Morris, formerly connected with the Eastern organization, was made manager of that Company four years ago, and was appointed manager of the plant when purchase was made by the Southern Cotton Oil Company in 1935. Mr. Morris has resided in Hertford for the past 21 years and is active in the social, civic and commercial life of the town.

The Company maintains a year around market for both cotton seed and soy beans and in addition to the thousands of tons of cotton seed purchased annually it buys and handles from 80,000 to 100,000 bushels of soy beans grown throughout this section. They are manufacturers of SCO-CO Brand fertilizers of all kinds for specified uses, and are intended for cotton, tobacco, grain and all other crops grown in this territory requiring the use of a particular formula of fertilizer.

## Pups They're Right!

Trust the ladies! Now they're selecting pet pooches to match the rugs!

Recently two women left the Rockford, Ill., pound without selecting any of the many dogs they had inspected. None of the animals, they explained, was of the proper color to harmonize with their rugs.

### They Will

Banker says that women will have all the wealth in the country by the year 2035. Well, by that time they'll be welcome to ours.—Western Leader.

## Congratulations....

To the People of the Albemarle Section Of the Old North State on the Opening of The Albemarle Sound Bridge

OLD DOMINION PAPER COMPANY NORFOLK, VA.

# Greetings . . .

to the thousands of good people across the Albemarle Sound who, with the opening of this fine bridge, make us truly close neighbors.

MAY WE HAVE THE PLEASURE OF SERVING YOU EFFICIENTLY AND SATISFACTORILY?

MANUFACTURERS OF

# S-C-O-CO FERTILIZERS

COTTON SEED MEAL COTTON SEED HULLS

And Buyers of

COTTON SEED SOY BEANS

YOUR PATRONAGE SOLICITED

## Southern Cotton Oil Co.

HERTFORD, N. C.



### VISITORS WELCOME

— to —

### Historic Edenton

## Pageant and Celebration

Sponsored by the Seven Albemarle Counties on the Official Opening to the Public of the Fine

# Bridge Across Albemarle Sound

Let us help you enjoy this occasion by suggesting that you eat MAOLA nourishing Ice Cream made of only the finest, purest and most wholesome ingredients.

Ask Your Dealer For MAOLA ICE CREAM