

The Business World a Vast Laboratory. More than A Million Experiment Stations.

Some Astounding Business Results Taking Place Right Here in Elizabeth City. The J. H. Aydlett Hardware Company an Energetic Concern Attacking the Daily Combat with Vigor and Success

A well-known preacher writer said: "The business world is one vast laboratory and in this country alone there are more than a million experiment stations. These are stores, shops, factories and offices—where countless practical tests are being made under millions of watchful eyes. Awaken your imagination and lean out of your window. Hear the mighty diapason of sound the clang and clamor, the deafening roar and whiz of a nation's myriad industries. Every time the solemn clock ticks off a second, some momentous experiment has been conducted—some astounding miracle of achievement is accomplished. This has been a working day with Edison, the wizard. This has been a busy day with many a captain of industry. Giants of invention, creative geniuses, of advertising and merchandizing, wizards of manufacturing all have been concentrated upon the problems of success. Armies of lesser thinkers have been on the job since sun-up and they will continue until sundown. Men have attacked their problems with fighting blood."

The Elizabeth City men who daily attack their tasks with the energy of combat and desire to attain a little more success before the sun sets include the heads of the J. H. Aydlett Hardware Company. These men head one of the biggest concerns of its kind in Eastern Carolina, and do a wholesale business. Their representatives travel throughout the territory, covering it thoroughly.

Mr. J. H. Aydlett, the senior member, established the business 22 years ago. He is well known throughout the region, and occupies a good, big space in the communities' civic and business life. E. P. Aydlett, Jr. is an experienced man who was in the wholesale grocery business for some years. He joined the elder Mr. Aydlett in the hardware line in February of this year.

The J. H. Aydlett Hardware Co. has the exclusive sale of the following standard articles in this territory: Excelsior cook stoves; "B. V. S." the best paint sold, and Mirror varnishes; the J. L. Case Company's line of goods, Lehigh Cement and Ivory Cement Plaster; Southern Wire Fence "horse high pig tight and bull strong"; Muresco wall finish; Buck's white lead; Benjamin Moore house and carriage paints; Mobile hoes and others.

The company is the Elizabeth City headquarters for Winchester arms and ammunition.

Its cash door and blind business is large.

General hardware is carried in great quantities all the way from brass tacks almost to automobiles. Diversity is a leading principle in this store, as in nearly every phase of the life of Elizabeth City. Variedness of the stock, as well as its completeness, makes the establishment popular with the buying public no less than the personal popularity of the proprietors.

Young Jobbing Concern Making Good Fast

Stevens Jobbing Concern Latest Addition to the Wholesale Fraternity and Doing Their Part in the Commerce of the City

E. M. Stevens and J. H. Cartwright comprise the Stevens Jobbing Company, a concern dealing in wholesale wood and willow ware, housefurnishing goods, stationery and notions, at the corner of Water and Matthews Street. Staple drugs, flavoring extracts, toilet accessories, glassware crockery, chinaware, and other lines are also handled to advantage.

Mr. Stevens was with the C. H. Robinson Co. for 21 years, 15 of which he spent as

manager in charge of dry goods and notions.

Mr. Cartwright was with the National Biscuit Company as salesman for five years, and also with the Robinson Co. for a matter of three years. He has grown up as a salesman. Both he and Mr. Stevens are young men, with the spirit of hustle and "know how" deep ingrained into their systems. The personalities of both are attractive, as well as their competence is notable.

This business was launched

in the first part of February of this year. The hard times of the fall previous did not deter them, nor affect their business after it was begun.

Messrs Stevens and Cartwright are operating at a less expense than any other jobbing concern in Eastern Carolina. Mr. Cartwright is on the road the greater part of the time, getting business. His acquaintance with innumerable retailers in the towns and rural sections which the Stevens Jobbing Company cover is a big advantage. Mr. Stevens in charge with the house, is assisted by a bookkeeper and a shipping clerk, and these four do a tremendous amount of work by means of an excellent system planned and put into execution by two very capable men.

The Stevens Company caters

only to merchants who are in a position to pay their bills promptly at the end of thirty days. The business has made an excellent start. The methods of the proprietors, discounting when it is practicable, etc., and the demands for the goods they carry, make a big success for it. High-class, standard wares are sold.

"Honor Brand" Hosiery, underwear and work garments are handled. Every other piece of stuff in the stock is "honor brand", with the word of the firm backing it. The establishment's motto is: "We sell for less."

The stock at present is valued at \$15,000. It includes great quantities of wrapping paper, paper bags twine, etc.

Messrs Stevens and Cartwright are issuing a large catalog to the trade in North eastern North Carolina.

Melick's Gibraltar in Mercantile Circles

One of the Busy Stores of Elizabeth City That Has Wide Clientele of Patrons.

P. W. Melick's is a popular Elizabeth City store. It was established 45 years ago, at the same spot on which it is now conducted, and has thrived and flourished ever since. Until the early 90s the business occupied a frame building, but that was demolished to make room for a commodious three-story brick structure, which fell a prey to fire early in 1908. Another building three stories in height and even more substantial construction than the one destroyed by the flames was erected, together with a mammoth warehouse. The store is on Water street in the heart of the business district and the warehouse is conveniently located on Fearing Street. A thirty thousand dollar stock is carried and is being every day increased or replenished.

The P. W. Melick Company has as its manager Cam. W. Melick, a greater Elizabeth City man, prominently identified with every phase of the city's development and one of the most popular members of the business community.

The ground dimensions of the main store building are 35 feet by 150. The warehouse is in reality a double warehouse, with a plenty of floor space, estimated at 3,500 feet.

The concern does a tremendous business in furniture and housefurnishings, books, stationery and fancy goods, school books, school supplies, office supplies, blank books, carpets, oil cloths, matting, rugs, curtains, window shades, wall paper, mattresses, stoves, lamps, crockery, glassware, cutlery, tin ware, toys and novelties, window and picture glass, picture frames and a thousand articles are carried in the big stock.

Every piece of goods handled is of the best quality, for quality and the courtesy and fair methods of the management since 1871 have been the making of this business.

Mr. Melick is an extensive advertiser, even though his store is known to practically every person in Northeastern North Carolina. The name of "Melick" is a household word in the region. It is the oldest establishment in Elizabeth City that he conducts. It grew with Elizabeth City and like Elizabeth City—the town from a hamlet to the most populous center in a dozen counties the business from an insignificant one clerk shop into an emporium. The volume of trade is daily increasing and the patrons daily increasing in number.

Diversity is aiding the business to grow, even if this is an age of specializing. There must be exceptions to all rules.

What is Your Health Worth to You?



FOR A FEW DOLLARS down—a small monthly payment you can have a beautiful Cabinet Gas Range in your kitchen.

It will mean freedom from drudgery, less time in your kitchen your house work made easier, happier families, better cooked meals and cleaner kitchens.

Isn't this worth at least a few minutes investigation?

Our representative will be glad to go over our proposition with you. No obligations entailed, just write or phone.

We also carry a full line of lights and fixtures, water heaters and other industrial appliances.

SOUTHERN GAS IMPROVEMENT COMPANY

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ALKRAMA THEATRE

The Only Playhouse in Elizabeth City AND A METROPOLITAN ONE Seek Amusement With Us

Our Vaudeville and Stage Shows are always the best. The Best Ventilated Theatre in the South. Seating capacity 1000. Our picturers are refined, pleasing, interesting, instructive and comical.

We Show The Newest Pictures Manufactured by the General Film Company—Our Serial Pictures Create Enthusiasm and are Educational. Improvements to be Made For Your Convenience

KRAMER AMUSEMENT COMPANY

A. K. KRAMER, Manager. Elizabeth City, N. C.