

Oldest Wholesale Grocery Also City's Largest

OPERATES OWN COLD STORAGE

J. B. Flora & Company Only Wholesale Grocery in Northeastern Carolina Can Make This Proud Boast.

Elizabeth City boasts an unusually large number of wholesale grocers, and the oldest and largest of these is J. B. Flora & Company.

The firm of J. B. Flora & Company was established at Shiloh, Camden County, in 1875. Today it is not only the largest business of its sort in Elizabeth City and Northeastern North Carolina but also one of the largest wholesale grocery firms in the entire State with traveling salesmen covering the Albemarle region and adjacent counties and making Elizabeth City a household word wherever they go.

The Flora Building on the waterfront at the foot of Main street, dominates all that section of the wholesale district in which it is situated. Two stories in height, it contains 30,000 square feet of floor space, and practically every foot of this space is required to take care of the immense and varied stock carried by this big and progressive firm.

Situated on the waterfront, the Flora Company receives and sends out large shipments by water. On account of the volume of business done, a large proportion of the goods handled are bought in carload lots. Buying facilities enable the firm to take advantage of the most favorable terms and of special buying opportunities and these advantages are passed on to its customers.

In addition to a complete line of heavy and staple groceries, canned goods, crackers and the like, the Flora Company also handles building materials such as lime, cement, plaster and so on. Hay is a big item in the annual sales of J. B. Flora & Company.

Truck delivery is maintained by J. B. Flora & Company and customers are given the benefit of this service wherever practicable. It is expected that as paved roads are constructed in this section that the radius of territory served by truck can be extended.

A service is rendered its territory by J. B. Flora & Company which is not duplicated by any other wholesale grocery in Northeastern North Carolina. The firm houses in its building its own cold storage plant where butter, cheese, and fresh meats, including beef and pork, and the like are kept under the best possible sanitary conditions. This storage plant is modern and up to date in every respect and enjoys a large patronage.

The Flora Company is now in the hands of J. B. Flora, son of the original founder of the business, and S. H. Johnson. Both of these gentlemen are experienced in the business, and are widely known and popular throughout this section of the State. Mr. Flora is a director in the Savings Bank & Trust Company, director in the Grice-Whitehurst Insurance Company, chief of the fire department, an Elk, and a member of the Kiwanis Club. Mr. Johnson is director in the First & Citizens National Bank, director of the Virginia-Carolina Joint Stock Land Bank, Pasquotank Hosiery Co., and of the Elizabeth City Cotton Mills. He is an Elk, a Mason, and a member of the Rotary Club.

SOUTH MILLS NEWS
South Mills, May 29—Rev. G. P. Harrill has returned from Atlanta where he attended the Southern Baptist Convention last week.

C. L. Parker, principal of South Mills High School, left this morning with his family for a motor trip to Illinois, where they will spend the summer.

Miss Lena Jones bade our little town farewell Tuesday for a two weeks stay in Zebulon, where she has gone to attend a house party.

Mrs. C. R. Dozier of Norfolk, spent several days here last week with Mr. Dozier's mother, Mrs. Fannie Dozier.

Misses Eloise and Mildred Riggs, students of the Chowan Baptist College, are at home for the summer.

Master Franklin Granger who underwent a very serious operation at Sarah Leigh Hospital, Norfolk, last week, is rapidly improving.

Mrs. R. M. Bullock who has been quite ill is reported improving.

Mrs. W. S. Chaffin has returned from Norfolk where she has been spending several days with her brother, J. W. Taylor.

Adams Floating Theater is here this week. It is being well patronized. Mr. Adams shows are always of a clean type and are much enjoyed by all his patrons.

REVIVAL MEETING CLOSES
Manteo, May 29—The revival services, conducted by Rev. A. B. Crumpler, Methodist pastor of Trinity Church, which has been in progress for the past three weeks, closed last night with a very impressive service. As a result of the meeting seven members were added to the church.

Women's Activities

Buffet Luncheon

A beautiful buffet luncheon was given by Mrs. L. C. Blades Tuesday afternoon at her home on Pennsylvania Avenue. Beautiful spring flowers were used throughout the house to enhance its usual attractiveness carrying out the color scheme of pink, white and green. Bridge was played at two tables and Mrs. J. G. Fearing was the successful winner of highest score and Mrs. T. B. Cooke the winner of the hooby prize while each guest was presented with dainty May baskets filled with sweet peas. The dining table was lovely with quantities of spring flowers as the centerpiece and four tempting courses were served. Those present were Mesdames Kenyon Wilson, J. G. Fearing, Oliver Gilbert, Harney Jennings, T. B. Cooke, C. B. Williams, Winnie Hayes, Ray Kramer and C. O. Robinson.

In Honor Miss Sheep

Another pretty party given in honor of Miss Margaret Sheep, whose marriage to Mr. Garland Towse of Chapanoke has recently been announced, was that given by Mrs. Cecil Garrett Tuesday afternoon at her home on West Church street. Cut flowers were artistically arranged and were the beautiful decorations for the occasion. Lovely brides bouquets were the favors given to the guests and during the afternoon a delightful salad and ice course were served by the hostess. Mrs. Garrett's guests besides the guest of honor, included Misses Nell and Helen Wood, Hattie Harney, Sue Grice, Nettie White, Winnie Boseman, Marie LeRoy, Minna Pickard, and Nell Pickard; Mrs. Calvin Morrissette, Mrs. Edward Griffin, Mrs. Frank Grice, Jr., Mrs. Sidney Etheridge, Mrs. Frank Selig, Mrs. Howard Kramer, Mrs. Frank Kramer, Mrs. Harold Foreman, Mrs. Buxton White, Mrs. Thorburn Bennett and Mrs. Roy Spearman.

Personals

Mrs. E. A. Matthews and Mrs. C. L. Grimmer of Roanoke Rapids are the guests of Mrs. C. E. Overman on North Road street.

Miss Mattie Hewitt left Thursday for Boone, where she will attend the Appalachian Training School for the next six weeks.

Mr. and Mrs. Josiah Elliott of

Hertford were in the city Sunday as the guest of friends and relatives.

Fashion News Notes

Copyright, 1924, by The Advance

New York, May 29.—A pump in suede and calfskin now on display here gives an unusual effect. The toes and heel are in black calfskin, the rest of the shoe in black suede, and the result—daintily shaped—looks like shoes with galoshes over them.

New York, May 29.—Ostrich feathers make fanciful decorations for many cloaks now being worn. Not only do they form collars and cuffs, but they flutter in many ruffle effects around the skirt and up and down the sleeves.

New York, May 29.—Hats are growing slowly wider. One sort shown here today, very summer-like in appearance, is a thin, striped black straw with wide, drooping brim and high crown. Across the front is a group of red and rust roses, pressed, flattened, and covered with a veiling of silk gauze.

New York, May 29.—A delightful bead bag now on exhibition here is a long, miser's purse shape. The foundation is black beading, over which are hung loosely caught loops of beads in orange, green, dark blue, and gold, the loops merging at the top of the bag into a solid rose-and-butterfly design.

New York, May 29.—Lingerie brought from abroad and displayed in the exclusive shops today is fancifully trimmed with colored lace medallions, in tints of maize and pale blue and salmon, the underthings are trimmed with cream lace

Children's Bloomer Musingwear Suits

These Union Suits are made of a good checked Nainsook by the celebrated Musingwear Mills—for girls up to 14 years of age—

PRICE \$1.00

M. Leigh Sheep Co.

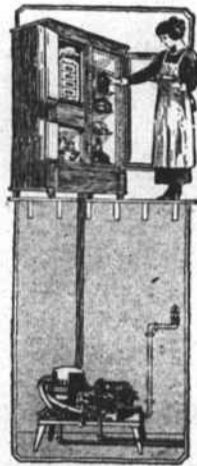
into which are set motifs in lace dyed to match the garment.

New York, May 29.—Pumps made up entirely of narrow leather strips, through which the stocking shows as through a Venetian blind, now come in a delightful shade of dark brown for street wear. They are cut on sandal lines.

New York, March 29.—The scarf of today in some instances is as big as an old-fashioned shawl. One effective style is in a light color, brilliantly strewn with flowers, while a deep border at each end is dark green, navy, or black.

GRANDSON OF PASQUOTANK PASSES AWAY IN SALISBURY

Mrs. N. H. D. Wilson received a telegram Wednesday announcing the death of her uncle, Charles A. Overman, at Salisbury, this State. He was a brother of Senator Lee Overman and their father was a native of Pasquotank County, leaving here when 17 years of age to make his home in the western part of the State. The old home is still standing at Nixonton.



FRIGIDAIRE

This Unit can be installed in your refrigerator which will make an Electric Refrigerator without ice and make ice for table use. Call and see our demonstrator.

W. S. WHITE & CO.
Matthews St. Elizabeth City.

PHONE 114

Standard Pharmacy
THEY WILL SEND IT.

The Apothecary Shop

PHONE 400

A Good Drug Store



\$50.00

Graduates Special \$50.00

SPECIAL FOR THE GIRL GRADUATE.

This beautiful White Gold Diamond Ring, some with Sapphires on side of setting. A big value, regular price \$65.00. Our special for the Sweet Girl Graduate, "A Ring With a Selig Guarantee"

Louis Selig

Your Jeweler Since 1882.
Main & Water Sts.

THE GOOD OLD SUMMER TIME—
Means Bathing Suits for Vacation and Good Times

Men's Bathing Suits Boys' Bathing Suits

Men's All Wool One-Piece Bathing Suits, size 34 to 46, brown heather only, \$2.50

Men's All Wool One-Piece Bathing Suits, size 34 to 46, plain navy, \$3.00 and \$3.95

Men's All Wool One-Piece Bathing Suits, size 34 to 46 in navy, brown, black, tan with breast stripes or stripes at the bottom in contrasting colors, \$3.95 to \$5.50

Men's All Wool Two-Piece Suits, sizes 34 to 44, white shirts with navy trunks and buff shirts with brown trunks, \$5.00

Boys' All Wool One-Piece Bathing Suits, Brown Heather, sizes 28 to 34, \$1.95

Boys' All Wool One-Piece Bathing Suits, navy only, 28 to 34, \$1.50

Boys' All Wool One-Piece Bathing Suits, sizes 28 to 34, with fancy stripes in contrasting colors, \$2.50 to \$3.95

Boys' Cotton One-Piece Bathing Suits, sizes 28 to 34, 75c

Bathing Suits for little Boys and Girls, buff, copen, red, brown, sizes 2, 3, 4, 5 and 6 yrs., \$1.50 and \$1.95



RUCKER & SHEELY CO.

Elizabeth City's Best Store

PENDER'S YELLOW FRONT STORES

SNOW DRIFT 2 lb. can 41c
4 lb. can 77c
8 lb. can \$1.52

SUGAR, Best Granulated, lb. .71-2c

XXXX Powdered Sugar, 1 lb. carton 11c

BUTTER, Prairie Rose, tub, lb. 44c

Prairie Rose, quarter pound prints, lb. 47c

Prairie Rose Butter is the finest butter from the World's best pastures. We offer this butter exclusively through our stores.

Egyptian ONIONS, lb. 6c

D. P. Bacon, sliced, U. S. Insp'd, 1 lb. carton. 33c

BACON, Baltimore Boneless, lb. 21c

TOMATOES, Large can 15c

LARD, Best Pure, lb. 13c

MILK

Van Camp's Evaporated, can 10c

Eagle Brand, can 19c

Borden's, Pet, Libby's, can 11c

CHEESE, Best American, lb. 28c

CEREALS

D. P. Oats, pkg. 9c Posts Bran, pkg. 12c
Quaker Oats, pkg. 10c Kellogg's Shredded
Mothers Oats, pkg. 10c Crumbles, pkg. 12c
Shredded Wheat, pkg. 11c Pillsbury Bran, pkg. 15c
Kellogg's Corn Puffed Wheat, pkg. 13c
Flakes, pkg. 8c Puffed Rice, pkg. 15c
Post Toasties, pkg. 8c Sugar Krisp Corn Flakes 7c

BAKER'S COCOANUT, can 16c

CANNED GOODS

Libby's Corned Beef— 16 oz. can 25c Libby's Brains, can 25c
No. 2 can 33c Libby's Foster Lunch Tongue 25c



Bread 9c

OUR PRIDE LOAF

21 Ounce Net Weight

An all quality loaf and the pride of the Pender organization. We ask you to buy it, not on account of the quantity, but, for its quality.

D. P. BREAD, large 16 ounce loaf 7c

COFFEE

D. P. COFFEE, The World's Best Drink, 1 lb. sealed pkg. 37c

GOLDEN BLEND, 1 lb. pkg. 27c

GREEN COFFEE, Santos, lb. 25c

McCABE & GRICE'S

UNLOADING SALE

Still Going On

LARGE CROWDS ATTENDING

EVERY DAY

MAKE YOUR SELECTIONS WHILE

STOCK IS COMPLETE

ALKRAMA Today

LOUIS STONE

— in —

The Dangerous Age

Also "TELEPHONE GIRLS"

ADMISSION: 10c and 30c

MATINEE and NIGHT

Advance Want Ads Bring Results