

Reviewing Elizabeth City's Most Progressive Business Firms

Edited by C. H. Matthews and R. E. O'Neal

Woodley Grocery Co.

W. J. Woodley, President and Manager

Located in Elizabeth City, N. C. Phone 180 and 181. Is the largest oldest and leading grocery business in this trade territory, featuring many popular brands of merchandise such as King Flake Flour, not the cheapest but the best. Super fine canned vegetables Libbys canned fruits and meats. Hotel special and Maxwell House Coffee, Kingans meats, Clover Bloom butter, Pluffo and Old Glory Compound lard, Drugs and extracts, soap and washing powders. Lehigh Cement, Hydrated Building Lime. Mr. Woodley and

his salesmen cooperate with the retail merchants. You should purchase from Woodley Grocery Co. The peddler or truck jobber is not your best friend. Co-operate with your home jobber. Woodley Grocery Co., established in 1896.

Their products will be found in the leading stores and shops. The story of the success of this firm is one that many business men would find profitable reading. The firm began its career with the belief that success could be obtained by furnishing goods of quality upon a reasonable margin of profit.

So extensive and established has become their trade that their brand of goods has become widely known in this section. From their office and ware rooms merchants in this section receive their supplies.

Each department of this well known wholesale house is in charge of men thoroughly conversant with the wholesale conditions, while the management is in charge of a man who has wide experience in the buying world.

Farmers Supply Company

McCormick Deering Farm Machinery and International Trucks

Located at 208 South Water Street in Elizabeth City, N. C. Phone 136. Mr. J. P. Mercer invites the farmers throughout the vicinity to drop in and have a little chat with him, and inspect The McCormick-Deering line of farm machinery. They feature a full line of the world famous International implements, the Farm All Tractor, the McCormick-Deering ball bearing cream separator, the only one of its kind. Excellent service on all and a full line of parts. An institution that is aiding in placing farming on a modern basis in this section of the nation.

With the development of the western plains of this country came the modern age of farming and the International Harvester Company has always been a little in advance of the times anticipating the needs of the day of having machinery that would meet the problem of the hour.

They have every modern machine for relieving the farmer of so much labor and stock trouble. The most recent development is the Farm All Tractor, which will do the work and go anywhere.

The International truck is made in all sizes to meet the demand of the farmer, business man, contractor,

manufacturer and in fact will meet any haulage problem of the day. It is furnished with beds suitable for any purpose and thus makes it an all-purpose truck. It has been manufactured for years and has given the best of satisfaction.

In this review we are glad to compliment The Farmers Supply Co., upon the very large display of modern farm machinery and tractors at their establishment and the excellent service they are giving and the part they are playing in the rapid development of the farming section of this part of the state.

Economy Auto Supply Co.

Cecil Reel

Eddie Davenport

Located at 613 East Main Street in Elizabeth City, N. C. Phone 985. Drop in and see that Goodrich Silvertown Golden ply tire before buying.

This firm is headquarters for Goodrich Silvertown tires and tubes, also Goodrich batteries for any make and model of car. They feature a complete line of auto accessories. They specialize in the sale of Goodrich tires and batteries. You can purchase a tire or battery or even a radio and pay for it as you enjoy it. So be sure and investigate this firm's easy pay budget plan.

You can't go wrong on Goodrich Silvertown Tires. Those who have tested them out have not only been pleased, but also surprised at the extraordinary mileage obtained. You don't need to take either the dealer's or the manufacturer's word for their superiority. Ask anyone who uses Goodrich Silvertown tires and you will learn they stand up wonderfully under the most grueling tests. Try them yourself and you will be convinced that they cannot be equalled.

One of the features of the service is the fact that they have a line of parts for every make and

model. This service is a great accommodation and often saves people many days while they would be waiting for some part from the factory.

They have a host of friends as well as patrons throughout the community and have always been courteous and ready and willing to give the best of service. We are pleased to compliment this business, and in this review we wish to direct your attention to this establishment as one of the important places of this section and to its management as among our best citizens.

Sumner Truck Line

T. B. Sumner, Prop.

Located in Elizabeth City, N. C. Phone 388. They are licensed by the I. C. C. operating under their rules. All agents and drivers are under bond. All goods are insured while in transit.

This firm specializes in over night service most anywhere. They save you time and give the best of service.

They are very popular with the people over this section of the state as they offer a most modern freight service.

In this undignified rush and hurry there is no name in this section of the country that sounds better than this up-to-date motor express.

They are equipped in the most modern manner, having trucks to meet all demands. In charge of them are drivers who are not only careful and honest but have clear understanding of all the good rules and a thorough acquaintance with mechanical equipment of the truck they are driving, thus assuring the people of efficient and rapid service.

Their service aids a great deal in making this city a more metropolitan place in which to live.

This concern is meeting with success as they solve the transportation problems, and offer first class accommodation, they are prepared bet-

ter than ever to carry freight which aids in the promotion of agriculture and commerce in the territory they serve.

When this very modern service was put in operation, traffic in this section was greatly aided and with their ample facilities they offered a service that should be appreciated by the public.

They are responsible for the bringing and keeping here of many dollars each year and in this review we cannot fail to compliment them upon their activities in the business world and predict for them a future fraught with great promise.

Southern Dairies, Inc.

L. M. Cartwright, Manager

This firm will be in their new home on West Ehringhaus Street in Elizabeth City, N. C., on May 1st. Phone 578. Their new home is a white stucco building 80 feet long and 40 feet wide and is equipped with all new automatic machinery. The new electric conveyor permits their products to be untouched by human hands. Their products is approved by Good Housekeeping Magazine and backed by the seal test.

This place is one of the very prominent and sanitary institutions which has aided in the up-building of the community and renders a valued and essential service in furnishing high grade ice cream and are admirably equipped to serve the trade which they supply over all this section.

It is a well-known fact that no one industry in the vicinity has made more rapid progress as an important industrial factor during the past few years than this company whose model plant is one of our valued industrial assets. Since the location of the plant it has been continually improved until today the plant from every standpoint is the equal of any similar industry in the country, while its celebrated products are sold over very many of the retail counters throughout this section of the country and thus does much to advertise the community from a successful standpoint.

It is being recognized more every day that the people should eat more

ice cream than they do. It is both a food and a delicacy and while it answers all the uses of a dessert it has none of the ill effects. Authorities in all parts of the country are recommending it for greater use. It is easily digested and has great nutritive powers.

This company only uses the very best of cream and flavors in the manufacture of the superior products. This insures the public of a product that is one of the highest quality.

The management has always had at heart the best interest of this section and has done his best at all times to serve the people to the best advantage.

Carrie Lee Beauty Shoppe

Carrie Lee, Manager

Located at 111 South Road Street in Elizabeth City, N. C. Phone 829-W. Carrie Lee Beauty Shoppe invites all the ladies throughout Hertford and vicinity to pay them a visit and try one of their waves. They have the very latest machinery and only employ experienced operators. Carrie Lee, the manager of this shoppe, has had many years experience in beauty culture.

This shoppe is under professional direction, specializing in permanent waving and all beauty culture, uses the best preparations. One of the leading beauty shoppes in this community, they specialize in the most advanced system of beauty culture and merit the large patronage with which it is favored by a discriminating public.

Individual make up and hair dressing are some of the specialties at this shoppe and to the woman who wishes the advanced methods of beauty culture her desire can be attained at this establishment.

At Carrie Lee Beauty Shoppe the treatment and advice given is to make the best of your good points, and the best of your bad ones.

C. G. Etheridge & Son Garage

Body and Fender Repairing—24-Hour Wrecker Service

Located at 312 North Poindexter Street in Elizabeth City, N. C. Phone 725 night phone 1085. They have a large modern wrecker. Just call 725 Elizabeth City.

This is one of the outstanding concerns of its kind in this part of the state. When these men opened their establishment for business they decided that only the best work would build for them a huge volume of business and with this idea in mind they have operated ever since. In

doing so they have built for themselves an enviable reputation and such is evidenced by the fact that today the usual grind of machinery and other equipment seldom slows down. They specialize in all kinds of body repair work, topwork, upholstery, painting and fender work. They also give a complete service in building and rebuilding work of this nature.

These men are among Elizabeth City's leading and most wide awake

business men, are honest and straight forward in all dealings with the public and are among those who are ever willing and anxious to do their part toward the better welfare of this section. These men are very reliable and it is a pleasure to highly recommend them to the motorists throughout this section when in need of high grade repair work, top work, painting, or anything else in the auto rebuilding line.

Hopkins Bros.

Plumbing and Heating

Located at 102 to 104 East Fearing Street in Elizabeth City, N. C. Day phone 526 night phones 557 and 398. They feature 24 hour service.

This firm handles Stokers for all sizes of residences, and buildings, and Oil Burners for residences and small buildings. Their show room is most complete. These plumbing and heating fixtures are priced right. They will trade you new plumbing fixtures for old ones. Hopkins Brothers is a plumbing and heating concern, who offers the people of this section complete service, has been called upon to repair and modernize residences and business pro-

perty.

They are people of wide experience in the plumbing and heating business. They and their establishment have greatly aided in the up-building of this part of the country. They have made a study of modern plumbing and heating contracting that is especially suitable to the climate, and install all work according to the most modern methods. They have built their business upon quality and say: "The best is the cheapest." Customers are always satisfied with their work and their business has grown from year to

year. The scope of their work includes heating and plumbing in all the various phases and thus is very comprehensive. They will aid in the making of your plans, give you an estimate and complete the work so that everything will be satisfactory.

They are always glad to give estimates and will go any place and look over the heating problems, in question and give complete estimates of the work completed.

We advise all our readers that when they want any of this work properly executed, they will do well by going to Hopkins Brothers.

Anderson Radio & Electric Co.

J. B. Anderson, Prop.

Located in Virginia Dare Hotel Building on the corner of Main and Fearing streets in Elizabeth City, N. C. Phone 1092.

This firm handles Fridaires, Easy Washers, Zenith Radios and the Electrolux the kerosene refrigerator, also a complete line of electrical appliances. See them for your radios and refrigerators. They keep large quantities on hand at all times and offer the very best of service. No matter what may be the demand their customers are never held up

due to shortage of a supply.

A visit to this establishment will readily prove to you that it is the proper and most advantageous place to buy. It is hardly possible for us to give a concrete idea of the excellent stock that this firm carries for the accommodation of the public, or the high quality offered at reasonable prices.

There is a great deal more to the business of conducting a firm of this kind than the average man under-

stands. This is an essential business that requires at its head men of experience in the buying world and executives who are familiar with the details and the necessity of adequate distribution.

We are glad to compliment Anderson Radio and Electric Co. upon the position they occupy in the business life of the community and refer their products to all our readers as well as to call attention of the people of the superiority of their merchandise.

Jennette Fruit & Produce Co.

W. H. Jennette and Sons, Owners

Located on South Water Street in Elizabeth City, N. C. Phone 678. This is the only wholesale Fruit and Vegetable house in Elizabeth City that does not sell anything at all retail—they do a wholesale business only. They handle cabbage, apples, raisins, oranges, potatoes, bananas, lemons, and onions. They conduct a wholesale business in fruit and produce. Being wholesalers they offer the retail trade a high quality

product at more attractive prices than otherwise would be possible.

It has been their endeavor to always furnish the very freshest of fruits and produce, and it has brought new business from every point. The fact that their trade extends over all adjoining counties brings new faces, new business and adds prosperity to the city in which they are located.

This firm began its career with

the belief that success could be obtained by furnishing fruits and produce upon a reasonable margin of profit. With this method in mind, they proceeded upon their career with the solid foundation of good values and reasonable prices.

They have been closely allied with the large business interests of this section of the state for some time, and they have received the patronage of this entire section.

Globe Fish Co., Inc.

A. S. Daniels, President

Located in Elizabeth City, N. C. Phone 106 and 126. Few fish dealers in this section of North Carolina are better known than this establishment, which is widely recognized for modern equipment, including an excellent refrigerating system. Their record for fair dealing and moderate prices brings them a large business.

taking, and the housewives have much to be thankful for when an establishment such as this one brings these table delicacies to the markets, fresh in quality, reasonable in price, and sold under attractive conditions. Of the foods available, there is hardly one so capable of being prepared in such a number of ways as fish.

The United States produces more and better fish than any other nation in the world and the treasures of the ocean are ours for the

Because we are so near the source of supply of the finest fish

the world, sometimes we do not appreciate its worth and its proper place in daily meals. It is a health food as well as a tissue building food and in being more intelligent and cooperative buyers, we also become better acquainted with intelligent methods of purchasing fish, which have been so abundantly provided for

the result of our management. The Globe Fish Co., Inc. provides this service for the retailers.

Elizabeth City Orange Crush Bottling Co.

Phone 201

Located on Westover Boulevard, Elizabeth City, N. C. The water used in the bottling of Orange Crush is the purest that can be found, which, of course, gives them an A-1 product. They are also bottlers of Pepsi-Cola and 7-Up, bottled under the same conditions as the above product, using the purest of water.

Try this firm and let service be satisfactory. They have a modern plant fitted with all the latest of equipment for the production of beverages that are bottled under the most sanitary conditions.

All the bottles are all sterilized, there is no chance for dirt to get into the products. All their beverages

are rich in flavors and sparkle with the famous carbonated water which has been highly recommended by well-known health authorities. Always demand the product of this plant.

When you buy carbonated beverages of any sort, or soft drinks, from this bottling works, you may be sure that you are getting the purest products for a two-fold reason. First and foremost they use the purest of water and that fact alone assures the absolute purity of the beverages. In addition they are bottled under the pure food and drug act, and are inspected at frequent intervals by State Board of Health inspectors.

They offer the very best of ser-

vice in the way of delivery, keeping a large supply on hand. One can drive up here and secure as much as he desires, or if you don't happen to be going to town, write or call them over the phone. All orders are filled promptly.

We are glad to compliment the Elizabeth City Orange Crush Bottling Company upon the position they occupy in the business life of the community and to refer their products to all our readers as well as to call the attention of the people to the superiority of the beverage.

This firm is also distributor of Kellogg's Blue Ribbon Cereals, and

Nehi Bottling Company

P. E. Waldrop, General Manager

Located in Elizabeth City, N. C. Phone 914. The manager, Mr. P. E. Waldrop is a native of Hendersonville, N. C. He is a world war veteran having served twenty years in the United States Navy.

This firm is bottlers of Nehi drinks of all kinds, including Royal Crown Cola. Royal Crown Cola has become very popular with the public and because of the high quality of the beverage, it is the most popular soft drink in the world.

This firm produces the very best materials and all of their beverages are rich in flavor and sparkle with the famous carbonated water which has been highly recommended by well known health authorities. Always demand the product of this plant. Let the people know that you are getting the very best of service.

number of approvals. This is an indication that is continually growing and that has always offered choice products and excellent delivery service.

They have a very modern plant fitted with all the latest equipment for the production of beverages that are bottled under the most sanitary conditions. They are bottling people's favorite soft drinks from our own city.

This firm produces the very best materials and all of their beverages are rich in flavor and sparkle with the famous carbonated water which has been highly recommended by well known health authorities. Always demand the product of this plant. Let the people know that you are getting the very best of service.

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