

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., Phones 180 and 181, is the largest, oldest and leading grocery business in this trade territory, featuring many popular brands of merchandise such as King Lake Flour, not the cheapest but the best. Super-fine canned vegetables, Libby's canned fruits and meats, Hotel Special and Maxwell House coffee, Kingan's 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 salesman cooperate with the retail merchants. You should purchase from Woodley Grocery Co. The peddler or truck jobber is not your best friend. Cooperate with your home jobber, Woodley Grocery Co., established in 1890.

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 warehouse in Elizabeth City, they 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.

SOUTHERN DAIRIES, Inc.

L. M. Cartwright, Manager

This firm is now in their new home on West Ebringhaus Street in Elizabeth City, N. C., 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 are approved by Good House-keeping 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 is admirably equipped to serve the trade which

years than this company whose model 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 they supply over all this section. 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 this 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 interests of this section and has done his best at all times to serve the people to the best advantage.

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.

As the bottles are all sterilized, there is no chance for duct to get into the product. 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 service 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 beverages.

To the people of Hertford and surrounding territory this firm wishes to extend their sincere thanks for the business that they have received from them in the past, and their greatest desire is to serve them even better in the future.

L. ROSSO

Wholesale Fruit and Produce

Located at 112 North Water Street in Elizabeth City, N. C. Phone 701.

This firm is in Hertford every Saturday making deliveries to both large and small dealers. 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.

BUXTON WHITE SEED CO.

Seeds and Feeds

Located at 114 South Water Street, in Elizabeth City, N. C., Phone 684.

This firm is headed by a well-known business man, are dealers in seeds of all kinds. Their line of seeds has been found by users to be of the very highest grade obtainable on the market, and once you have used their seeds you will be convinced of its superior quality over many other competitive lines.

This firm's products are highly recommended to anyone when in need of high-grade seeds. The farmer and

city people have come to know that they can get from The Buxton White Seed Co. the best seeds and feeds of all kinds in the market hence they seek no further market.

With the advance of time, greater precaution is taken in every branch of life. The manufacturer, farmer, doctor, and the scientist, in fact in every field of research, the latest scientific methods are brought into play to make for efficiency and advancement. This is equally true of the seed business and the modern

firm in this line must be one of advanced ideas regarding the scientific production of merchandise that is pure, tested and reliable.

The matter of price has also received attention here for it has become a well-established fact not only in the city, but in the surrounding country that quotations of this firm are always as low as consistent with sound business. They permit no one to offer higher quality and this happy combination has resulted in a large and ever increasing patronage.

SOUTHERN LOAN & INSURANCE CO., Inc.

W. G. Gaither, President

L. E. Old, Secretary

Located in Carolina Building in Elizabeth City, N. C. Phones 1123 and 1125. Southern Loan & Insurance Co. has recently been appointed to represent The Prudential Insurance Co., covering Perquimans, Pasquotank, Chowan, Gates, Currituck, and Camden counties. This firm specializes in long term mortgages on both farm and city property. They feature Low Rates, Long Terms, Prompt Service and Fair Appraisals. See them for your farm loans. A large portion of the people of this community look to Mr. L. E. Old for real insurance service. Representing as they do some of the largest companies in business, they are equipped

to serve every need in the insurance line. During the many years of service to the public, they have created an enviable record for honesty and efficiency and have built up a clientele of remarkable proportions, becoming one of the prominent members of the profession in this section.

As the local representative of many of the largest insurance companies, they are able to render a service that is unequalled anywhere. That they have succeeded in building up a business on the sound basis of integrity and honesty, is evidenced by the fact that when one thinks or speaks of insurance he unconsciously thinks of this agency. The two are

firmly connected in the minds of the people of this vicinity.

Not only does this office perform the usual functions connected with the writing of insurance, but it is at all times ready and glad to give friendly and sound advice on insurance based on wide experience in the field.

We, therefore, feel an unusual sense of satisfaction in directing your attention to Southern Loan & Insurance Co. and recommending them to all.

Finally, in closing this review we feel impelled to congratulate the community upon having an agency of such rare capabilities.

CLARENCE E. JONES

Distributor of Red Top Beer and Ale and Jacob Ruppert Beer

Located at 408 Baxter Avenue in Elizabeth City, N. C. Phone 1108-J. This is a concern which has been essential in the continued development and expansion of Elizabeth City and vicinity. One of the most prominent firms of the section under experienced management.

Their customers have come to know they can get from them the very best beer on the market, hence they seek no further market. They have a reputation far and wide as business men of wide experience and straightforward methods and it is not surprising that the volume of business is ever increasing.

The word service has been much misused of late, but as applied to this firm it takes on its full significance. They not only insist upon prompt and courteous service, but they have provided for their patrons the best in quality. They long ago determined to see that their patrons received the better quality which the consumer demands in these days, and therefore it is not strange that patrons who receive their products from this firm seldom buy elsewhere.

There is a great deal more to the business of conducting a firm of this kind than the average man understands. 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 pleased in this edition to direct your attention to the Clarence E. Jones firm as a very distinctive feature of the commercial efficiency of the community and to the managers as among the leading business men and most valued citizens of the community who materially assist in making this community more progressive and more attractive from a commercial standpoint.

ALBEMARLE HOSPITAL

Able, Reliable, Medical and Surgical Treatment

Located on Riverside Avenue, in Elizabeth City, N. C. Phone 747. In a review of this part of the country my attention has been drawn to this institution and there is no hospital more worthy of mention than the Albemarle Hospital.

Without health all the other gifts of life are worthless. Human nature seems to be so constituted that we do not realize the truth of this statement until it is too late.

Albemarle Hospital offers the patient quiet and rest, combined with every modern method of treatment and diagnosis. Laws of nature and

principles of science are so co-ordinated that the most effective care of the patient can be had.

This modern institution contains quarters for the reception of cases requiring personal care and individual study.

We are glad to compliment this institution on its surroundings and their work in the relief of suffering humanity. It has been built up to its present high standard by the tireless efforts of its efficient staff and the years that have been spent and the results that have been obtained.

serve the praise of all.

The hospital has most efficient laboratories, including X-Ray and is equipped to take care of patients in an efficient manner.

Albemarle Hospital is a credit to this section of the State and deserves the support and backing of every citizen with genuine pride. Albemarle Hospital was founded as a community hospital for the people of the city of Elizabeth City and surrounding country and was specially planned for the proper treatment of patients of moderate means.

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, F-12 and F-28 Farm-All Tractor, corn planters, cotton planters, etc. 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.

ern 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 sections of this part of the State.

GLOBE FISH CO.

A. S. Daniels, President

Located in Elizabeth City, N. C. Phones 104 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.

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

taking, and the business men who wish to be benefited by what is an abundant supply of fish should not neglect the fish dealers in this section. The fish are fresh in quality, reasonable in price, and sold under strict supervision. On the whole, it is hardly possible to find a better place for the purchase of good fish.

When you buy fish, it is headquarters for the fish in the

world, sometimes we do not appreciate its worth and its proper use in daily meals. It is a health food as well as a cheap and healthy food and being more intelligent and cooperative buyers, we should be more acquainted with the various methods of preparing it. It is a food that is so delicious and so healthy.

The only way to get the best fish is to buy from the best fish dealer. The Globe Fish Co. has the best fish in the section.