

Blanchard's In Business Since 1832

FIRST STORE OPENED BY WILLIAM RAWLS BLANCHARD AND STILL IN SAME FAMILY

Now In Hands of Third Generation, Store Is Largest In Perquimans County

In the year 1832, when Andrew Jackson was president of the United States and when the country was celebrating the first centennial of the birth of George Washington, a young North Carolinian was starting his career as a merchant. He little suspected that he was laying the foundation of a business that would endure for more than a full century and enjoy the distinction of a centennial celebration of its own.

This young man was William Rawls Blanchard, a native of the county of Gates and a descendant of a family that had already been settled in that section for more than a century. His great-great-grandfather, Benjamin Blanchard, lived first in Nansemond County, Virginia, and then moved to North Carolina about 1701. In that year it is recorded that he obtained a grant of 455 acres in what is now Gates County, then a part of Chowan, a dozen miles or so across the line from Nansemond.

Many of the same names that are to be seen on the old records of those days are those that are familiar today, many of which can be found on the books of the Blanchard firm throughout the past century; such names, for example, as Baker, Barcliff, Boyce, Chappell, Davis, Elliott, Evans, Felton, Gregory, Hollowell, Jessup, Morgan, Newby, Nixon, Reed, Speight, Perry, Riddick, Saunders, Skinner, Sumner, Toms, Whedbee, White, Winslow and many others. They are truly among the "first families of North Carolina."

Shortly after his marriage, William Blanchard opened a little country store in Chowan County, about ten miles south of his birthplace at a place called Small's Cross Roads, or simply Cross Roads, about twelve miles north of Edenton on the old

Edenton-Suffolk road, now Route No. 32.

After five years at the Cross Roads Mr. Blanchard formed a partnership with James C. Skinner and together they moved the business to Nixon's Bridge in Perquimans County, about three miles up the Perquimans River from Hertford. Nixon's Bridge became something of a shipping center and small sailing vessels were frequently to be found tied up at the wharf there. Much of the trading between points as far distant as New England and the West Indies passed through the hands of the Blanchard firm.

During the disastrous period of the Civil War it became increasingly difficult to replenish the stock and the business dwindled to a much smaller volume. Mr. Blanchard, however, was endowed with considerable ingenuity and mechanical skill and in his own workshop fashioned and made many farm implements. He built a sugar mill, raised sugar cane and supplied his own needs. He tanned the hides of his cattle and with the leather made shoes.

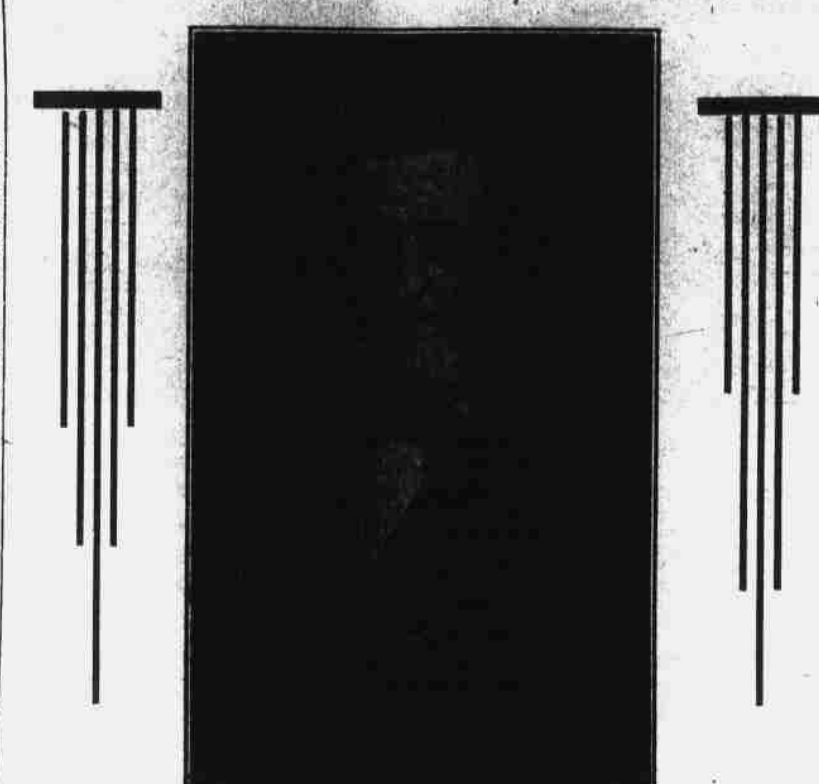
People who could do these things were able somehow to defy the "depressions."

After the war the business was moved to Hertford (in 1866) to a location on the west side of Church Street, between Grubb Street and Punch Alley. In the early seventies the business was moved to a larger building on the northeast corner of Church and Grubb Streets.

After Mr. William Blanchard's death, his son, Thomas, became sole owner and continued at the corner location until driven out by fire in 1879. Mr. Blanchard saved some of his stock, however, and was soon installed in a vacant store on the south side of the Courthouse Square, the present site of the Blanchard business.

In 1912 Mr. T. C. Blanchard, having devoted some forty-odd years of his life to the store, decided to retire. Since that time the guidance of this establishment has been largely in the hands of Mr. J. C. Blanchard,

FOUNDER OF BLANCHARD'S



WILLIAM RAWLS BLANCHARD (1810-1875)
Founder of the Blanchard mercantile business in 1832.

who began in the business with his entry as a clerk in 1901.

In time he persuaded the older heads to build a new store and in 1909 the present handsome brick building was erected.

And so the little country store at the Cross Roads which was started in 1832 has passed into the hands of the third generation and has become the largest department store in the county. During the past few years extensive alterations have been made on the interior, greatly enhancing its attractiveness and affording better facilities than ever for serving its increasing clientele.

Expansions, modernizations and an eye to "the trend" have made this store second to none in the section. It is not without reason that an establishment of this sort has lived for over a hundred years. Chance may have played a part, but it could hardly have survived so long had it

not maintained the high standards of business conduct established by its founder and won the confidence and approval of the community it has served.

(Data from Dr. Julian Blanchard's "A Century of Merchandising.")

Indians Did Not Value Money
While officials of the United States government and Indian leaders were dickering over proposed treaties to settle ownership of Ohio lands, one chief replied, in response to the offer of money: "Money is of no value to us, and to most of us it is unknown. We know these settlers on land north of the Ohio river are poor. Divide this large sum of money you offer to us among the settlers. This will repay them for the land they have settled on. You could also share among them the large sums of money you spend for an army to drive us off our land."

MERCHANTS IN HERTFORD COPE WITH KEEN COMPETITION IN MEETING DEMAND

Supplying Every Need Of Section Efficiently Principal Reason For Town's Existence

The quiet, peaceful outward appearance of this elm-shaded little city on the banks of the broad Perquimans River in the "Land of Beautiful Women," belies the activity and keen competition that is part of the daily business of the leading firms within the town.

For though the city itself is very old in tradition and rich in history, the business must be up-to-the-minute in serving the demanding needs of a vast agricultural area which in turn must be progressive to meet the competition offered by other outside producers.

Supplying the farmers' needs, and supplying them efficiently, is one of the principal reasons for Hertford's existence, and the fact that it has existed for so long furnishes proof that the people who own and operate these houses are familiar with the needs of an enterprising farming section.

It would be very difficult for a farmer in this section to name any particular piece of farming machinery or a small item of equipment that he could not secure in any one of several Hertford establishments. It has been for so long the business of Hertford firms to anticipate the farmers' demands, that they can get on a moment's notice, the smallest or largest item or set of items that they could ask. From tractor to smallest nut or bolt can be secured quickly.

Then to furnish the most discriminating in things of wearing apparel, the local stores make it their business to overlook nothing in their efforts to stock the best—and at universal prices. Most of these progressive and forward-looking establishments maintain "specialty people," employees whose duty it is to keep abreast of the times in their particular line—whether it be ladies' wear or men's clothing. The result

of this arrangement is that the same garment which makes its appearance on Bond Street or Park Avenue today, is stocked in a Hertford store and displayed in its windows tomorrow—probably at a much more reasonable price.

Then to further belie the "picture town's" quiet day-dreaming, are the newer specialty shops, electrical appliances, beauty shops, etc. Three nationally-advertised automobile dealers are located here. The largest lumber company in the State is located a mile from the city's front door, while a large fertilizer manufacturing plant and seed and bean processing plant covers 22 acres on the waterfront.

The city's natural resources offer unlimited opportunities, recreational and industrial. The visitor finds here a broad fresh water river well-filled with game fish, deep woods teeming with wild life. Sailboats, cruisers and smaller boats add the vacation-land touch.

The prospective industrialist would do well to contact one of the city's civic organizations and have it enumerate the section's advantages, a railroad through the town, navigable waters connecting with outlets to sound and ocean, interlocking highway systems, locations and sites, all surrounded and covered with ideal climatic conditions running to neither extreme in winter or summer.

Ain't It the Truth?
Nexdore—I'm going to take my radio set with me when I go on my vacation.
Nayber—That's very thoughtful of you. It certainly needs a vacation.

The Great Pyramid of Egypt
It is believed that the Great Pyramid of Egypt was built by King Cheops in 4700 B. C., and that 100,000 men were employed for ten years in making a causeway 3,000 feet long to facilitate the transportation of stone from adjacent quarries and the same number of men worked 20 years more to complete the pyramid.

ON OUR THIRD ANNIVERSARY --

IT IS WITH PLEASURE THAT WE MAKE THE
OPENING OF THE SOUND BRIDGE PART OF
OUR OCCASION FOR CELEBRATION

CONGRATULATIONS.... To the People of the Albemarle

VISIT OUR STORE

Luggage You Will
Be Proud to Own

Clocks - Watches
Pipes - Tobaccos
Whitman's Candies
Magazines

School Supplies
ALL OF THEM

CAMERAS
and Supplies

Perfumes
Cosmetics
Fountain Pens

Precise!

And Therefore Safe

There can be no mistakes in compounding prescriptions — they are too dangerous! Our precision is never-failing!

PHONE 77

Roberson's Drug Store

"J. G. ROBERSON" to Acquaintances
"GLENN ROBERSON" to his Friends
"THE DRUGGIST" to the Community
HERTFORD, N. C.

Another Day Is Here!

And with it the opening of a fine new Sound Bridge...
more travel... new friends... new relations... closer
union...

WINSLOW - WHITE MOTOR COMPANY

"Your Ford Dealer"

AND THEIR CORPS OF TRAINED MECHANICS

— offer —

A Welcome to Hertford

COME AND SEE US... LET US SERVE YOU

Congratulations

On the opening of the new Albemarle Sound Bridge...
and CONGRATULATIONS...

IF... You Own a FORD...

You've got Performance, Economy, Utility, the best of
"the three."

"Watch the Fords Go By"

WINSLOW - WHITE MOTOR CO.

"YOUR FORD DEALER"

Hertford, N. C.