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NEW BERN,
NORTH CAROLINA.

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NEW BERN, N. C.

NEW BERN, North Carolina, the port of entry of the Pamlico District, a city of 16,000 inhabitants, lies at the juncture of two beautiful broad rivers, the Neuse $1\frac{1}{4}$ miles and the Trent half mile wide; 107 miles south-east of Raleigh, 90 miles north-east of Wilmington and 40 miles west of the Atlantic ocean; is the second oldest permanent settlement in the State of North Carolina, having been settled by the Swiss in 1710, and incorporated in 1723. It was here that Wm. Tryon, Colonial Governor erected in 1771 his beautiful palace, which was said to have been the most expensive structure in the Colonies. While this palace was destroyed by accidental fire 21 years after completion, in 1798, the stable wing was saved and is still standing in a state of preservation that marks the excellence of construction of that period.

While old in point of age, New Bern, North Carolina has made wonderful progress within the past year or two, in improvements an amount equal to \$1,000,000, among which are the following:

The Gaston Hotel, one of New Bern's substantial landmarks has recently been remodeled and elegantly furnished throughout, by its owner, Jas. B. Blades, at a cost of about \$100,000 and is said to be the best hotel in the State; The Elks' Temple, a new 5-story, yellow brick building, completed just a year ago by the Elk's Construction Co., local capitalists, contains a large department store, office rooms and public library, with the Elk's lodge and club rooms on the 5th floor, the latter being unquestionably the handsomest furnished lodge and club rooms in the entire South. The views of the harbor and surrounding country from the lofty club rooms, excite the admiration of all who visit the city. A party of Rhode Island veterans of the civil war, among whom are ex-Chief Justice Douglass, of Providence, Rhode Island, were the guests of this club in last July, on the occasion of the selection of a suitable site in the National cemetery here, on which to erect a beautiful monument commemorating the valor of their fallen dead who lie buried in the cemetery at New Bern. These distinguished gentlemen were profuse in praise of the remarkable cool and invigorating air found here in the summer and were most agreeably impressed with the marked improvements found on every hand. This building, furnished complete cost about \$120,000. The Elk's Lodge here has a membership of 225 who are the representative business men of the city.

The new Methodist Episcopal Church, South, recently erected at a cost exceeding \$100,000. is the finest church edifice in this state. There have been erected here recently by J. J. Wolfenden a large

Craven-Pamlico-Carteret
Regional Library

brick storage warehouse, \$18,000, and a 2-story brick block, containing a wholesale grocery store, office rooms of the owner and a Hall, which has been fitted out gratuitously by the owner, for the use of the surviving Veterans of the "Lost Cause" and their fair descendants, the "Daughters of the Confederacy." In addition to these two substantial buildings Mr. Wolfenden is now building a brick store near the others on his property adjoining the Norfolk and Southern system's freight terminals, which is to be occupied by the Hymen Supply Co. These two latter buildings cost \$16,000. each. J. B. Blades has recently erected a handsome \$50,000 reinforced concrete and brick 2-story block of 5 stores on the east side of the market dock.

W. B. Blades is now erecting a \$30,000 2 story brick block of three stores, on the north side of the Elk's Temple, all of which are rented, although not half completed. S. H. Kress & Co., the 5 & 10 Cent Corporation of New York City, will occupy one of these stores and move in when completed. This Company operates eighty odd stores in the South and Southwest, six of which are in North Carolina, at present.

U. S. Mace has recently erected a block of three brick stores on the west side of the market dock, which are rented.

New county jail completed recently cost about \$23,000.

John L. Roper Lumber Co's new mill, which is about finished will be operated by electricity. This mill has a capacity of 125-M feet per day and will work about 300 hands. This is one of the largest and best equipped mills in the country and cost about a quarter million dollars. The Roper people are now operating a large mill here, with a capacity of about 75,000 feet per day.

The Hebrews have just completed a very handsome synagogue. The Christian Scientists also have a very attractive new house of worship.

A very substantial 2-story brick auditorium annex to the Moses Griffin Memorial School building has just been completed, at a cost of \$13,000. This auditorium has a seating capacity of 600 and is the finest free school auditorium in the State. The basement of this building will be devoted to a gymnasium for the boys, and there will also be established in this building departments of cooking and sewing for the girls and manual training for the boys. The trend of sentiment is largely in favor of these much needed acquisitions to an already excellent system of public graded schools, which consist of three commodious two-story, brick buildings, that occupy almost an entire block in the heart of the city. In addition to the annex just completed there is now being erected a brick building in which will be installed an up-to-

date heating plant, and which will also contain living quarters for a janitor. This addition will cost \$10,000. New Bern is justly proud of her public schools from which go out annually a good number of students to the State University, and the various colleges and seminaries throughout the State, and on which there is not one cent of indebtedness save a small amount on the new heating plant, which will be promptly cared for when due. There has also just been erected by the City a \$7,000.00 substantial and modern two-story brick public school building for the colored race.

Notwithstanding the many improvements that have taken place in New Bern in the past year or two, the rate of taxation is lower than any place of any size in the State.

A new \$30,000.00 annex to the Pepsi-Cola Company's large plant here has been recently completed. This company was organized in 1898 by C. D. Bradham, its President, who began in a modest way to manufacture syrup, from which is made the celebrated health and pleasure soft-drink, "Pepsi-Cola." This plant now has a capacity of twelve hundred (1200) gallons of syrup an hour, and operates two hundred and thirty (230) bottling plants, working the soda fountain trade in thirty-eight (38) states, with an invested capital of \$145,000.00.

Nearly twenty-five (25) miles of Concrete sidewalks with outside granite curbing have recently been laid, and the contract let for paving the streets in the business portion of the city with citrified brick and the work of excavating the streets has begun. These street improvements will cost the city \$150,000, for which bonds were issued.

The principal industries here are lumber, fertilizers, fish and oysters and agriculture. There are nearly a score of lumber mills in operation in New Bern section, manufacturing the well known North Carolina Pine and other varieties of native lumber, such as pine, ash, cypress, poplar, oak, gum, etc. The daily capacity of these lumber mills is about 630,000 feet, with an annual cut of about 175,000,000 feet, employing possibly five thousand (5000) hands. 2,000,000 feet of lumber were shipped from New Bern on the 10th. inst. by vessels and barges alone.

There are manufactured in New Bern annually about 75,000 tons of commercial fertilizers, in addition to which about 25,000 tons are distributed at New Bern by outside Companies who have warehouses located here, making a total of about 100,000 tons of fertilizers that are handled at New Bern during the year, with a value of \$2,000,000.00.

The fertilizer manufacturers here are E. H. & J. A. Meadows, New Bern Cotton Oil and Fertilizer Mills, Virginia Carolina Chemical Co., and J. Council Brown manufacture agricultural lime.

Royster & Co., Baugh & Son and the Pokomoke Guano Co., with plants elsewhere maintain warehouses in New Bern for the distribution of their brands throughout the New Bern section.

The erection of another very large fertilizer plant at New Bern is under advisement now, with strong probability of its being consummated.

There have been exhibited in the New Bern fairs over eighty (80) varieties of fish, caught in neighborhood waters, Spanish mackerel, blue fish, trout, shad, drum, sturgeon, mullets, herring, perch, flounders, sheephead, etc., with 19 varieties of oysters and an attractive assortment of clams, crabs (stone, hard and soft shell) escallops, mussels, sea-turtles, terrapin, shrimps, etc. Fish are plentiful the year round and oysters are abundant and cheap, eight months in the year.

75,000 packages of fresh fish packed in ice have been shipped during the year from New Bern, employing fully 2000 persons, with a large number of launches, sail-boats, nets and seines.

20,000 bushels of oysters were handled in New Bern the season now just closing. Of this quantity about 15000 bushels were shipped, the remainder being consumed in New Bern, having been retailed at the door at 15 to 40 cents per quart and from 40c to \$1.00 a bushel in the shell, owing to quality. New Bern is undoubtedly the cheapest oyster market in the United States.

There are about 4000 acres of land under cultivation in the New Bern section, of which a third possibly is devoted to the cultivation of early truck. During a good season there is estimated to be between a million and a million and a half packages of vegetables shipped from New Bern to the North, of which there are about 100,000 barrels of irish potatoes. The land is exceedingly fertile and will produce three to four crops in one season. Crops are cultivated every month throughout the year, and about every thing required for man or beast may be grown here, with a good demand for the same at home and abroad. After such early crops as peas, cabbage, beans irish potatoes, raddishs, onions, kale, spinish, cucumbers, beats, lettuce, asparagus, etc., are off, the staple crops such as cotton, corn, oats, cowpeas, sweet potatoes, water melons, cantaloupes, savoy beans, ruta-beggas, turnips, clovers, etc., are cultivated. Alfalfa grows luxuriantly, yielding annually five or six cuts with great profit. Native grass which makes nutritious hay will follow any crop. In fact, agricultural possibilities are limited only to man's ability to cultivate and harvest the various crops that may be successfully grown around New Bern. Cattle, mules, horses, hogs, sheep and poultry of all kinds, fowls, ducks, geese, turkeys, etc., are raised with ease and good profit, for which there is a good demand in the local markets. Peas, cabbages and strawberries are now being shipped to the North.

In addition to the industries mentioned the following articles are manufactured here: Agricultural

implements, by the Oaks Manufacturing Co., This company was organized about two years ago and has been very successful. Among the articles they manufacture are cotton planters and cultivators of various patterns. There is a demand for their goods throughout the South.

New Bern Cotton Oil & Fertilizer Mills, Cotton Seed Oil, Meal and Fertilizers. This is a large and successful plant giving employment to a number of hands.

The Union Point Lumber Co., manufactures barrels, crates and baskets for vegetables, supplying the local farmers as well as those in nearby territory.

J. A. Meadows, manufacturer of meal, hominy and feeds, for wholesale. Also owns and operates a large marine railway.

G. S. Waters & Son, manufacturer of carriages.

New Bern Iron Works manufacture boilers, machinery and the various kinds of iron and steel articles in use among mills here and elsewhere. They employ a large force of high class help.

The New Bern Ice Co., manufactures artificial ice for the local and outside use.

The Carolina Paper Pulp Co., is about ready to begin the manufacture of pulp and paper, from gum, pine. This plant has recently changed hands and will soon become one of the leading industries of the place.

The Norfolk & Southern railway Company's shops are located here. They work about 100 men. There has recently been appropriated \$60,000 for improvements to these shops, which are to be enlarged and new machinery installed.

There is a full line of poultry supplies, grit, oyster shells, charcoal, bone and mite dust manufactured and shipped to all parts of the country by J. Council Brown.

Owen G. Dunn owns and operates a successful printing plant, office supply store and book bindery, supplying the requirements, in that line, at home, and ships to points throughout the state.

New Bern is a commercial, as well as an industrial center of no mean proportions. There is distributed from New Bern annually a large volume of business, by wholesale houses, to various points in North and South Carolina, particularly the eastern portions, consisting of machinery, hardware, mill supplies, produce, boots and shoes, dry goods, hay and grain stationery, office supplies, soft drinks, etc.

There are two newspapers The Sun and Journal, published daily and weekly, and one of the most efficient fire departments in the South. Two steamers, four roller-bearing horse hose carriages and a horse hook and ladder truck, in connection with an excellent system of water maine, located throughout the City, aided by ample river water, in the business and mill districts, make New Bern one of the

best fire-fighting points in the country. Practically all of the lumber mills and industrial plants throughout the city have their own fire equipment, in consequence of which there are very few serious conflagrations.

New Bern is served by the Wilmington Division of the Atlantic Coal Line, and is the terminal point of the Norfolk, Goldsboro, Beaufort and Oriental Divisions of the Norfolk & Southern system. This company is now building a bridge over the Albemarle Sound, of about five miles in length to take the place of floats, which should be in operation about the end of the year. When these improvements are perfected quicker service will be given, which will be of great benefit to this section of the country. A survey has been made by the Atlantic Coast Line, with the view of connecting its Wilmington and Norfolk Divisions at New Bern. To do this would only require about 20 miles of construction, which would open up a fertile section of Eastern North Carolina and form an important through line from Norfolk to Atlanta, and points South. This would give New Bern an outlet to the North over two good systems, for its products and would materially increase its already immense traffic and prestige.

The Inland Waterway between Norfolk and Beaufort, of 12 feet high water and 10 feet low, which is now being constructed by the National Government will run from Pamlico Sound into Neuse river, turning into Adams' Creek, a distance of only 17 miles from New Bern. Dredging is now in operation at the Adams' Creek end and at Beaufort where a distance of five miles of solid land will be cut out. When this is completed New Bern will have outlets to the ocean, by inland water, both at Beaufort and Norfolk. By an act of March 3, 1909, an examination will be made by the War Department with the view of creating a channel from Pamlico Sound up the Neuse river to New Bern, to correspond with the depth of the inland waterway, and from New Bern to Quaker Bridge, 20 miles in Trent river a depth of 100 feet. The present depth of the Neuse to New Bern is 8 feet at dead low tide, with an average of 11 feet. This river at New Bern is not influenced by sea tide to any appreciable extent, but is affected by winds from the west, and when dredged will have two feet more at dead low tide than at present.

These improvements will be of incalculable benefit to New Bern and the territory which it supplies. The phosphate which is being used by the New Bern fertilizer manufacturers that is supplied by Charleston and Florida has to be shipped to Norfolk and Baltimore in large vessels and barges and there reloaded into smaller crafts in order to get through the canal and Cratan Sound, which will not accommodate boats drawing more than 5 to 8 feet of water. This makes the rate on the commodity mentioned excessive. The same conditions exist with regard to coal, salt and the various south-bound cargoes and lumber to the North, all of which of necessity are loaded in light draught vessels and barges at almost

double the rate that will prevail after the opening of the waterway. The Trent river improvements will also open up a section of country rich in agriculture, lumber and lime deposits.

There are electric light and gas plants for light, power and fuel, three banks, one National, two state, each with savings departments, which are conducted on a conservative, yet liberal basis, and two Building and Loan Associations that have supplied over 500 homes to the citizens of the place. There is also a bank and two Building & Loan Associations owned and operated by colored people, and in addition to the colored Public graded school, there are two private manual training schools for that race, at which are manufactured brooms and other useful articles.

The electric light, water and sewerage systems are owned and operated by the city, in a satisfactory manner. The gas plant which was recently acquired by Norfolk capitalists is being greatly enlarged and the service improved. Drinking water is supplied from six deep artesian wells and is pure and wholesome, showing excellent analytical results. There is a modern and well appointed hospital, three modern hotels and a number of high class private boarding houses that look after the interests of tourists and commercial travelers. All denominations have houses of worship, Methodists, Baptists, Disciples, Episcopalians, Presbyterians, Hebrews, Christian Scientists and Roman Catholics. The people of New Bern are exceedingly hospitable, cultured, refined and industrious.

The healthfulness of New Bern compares most favorably with other sections of the country. The death rate is exceedingly low and longevity great. The dread pneumonia, la grippe and kindred diseases so fatal in bleaker climates are infrequent and mild in form, while typhoid, so prevalent in higher countries is remote and seldom fatal and malaria has been practically eliminated by municipal warfare on the mosquito. New Bern is only about an hour and a quarter's ride to the ocean, at Beaufort and Morehead, with spacious hotels and delightful surf bathing and fishing during the summer, while Asheville and Western North Carolina are less than a day's journey.

The climate of New Bern is ideal and similar to that of Southern France and Italy, a happy medium between the cold, biting winters of the North, being tempered by the Gulf stream that makes nearer the North Carolina shores than any state on the coast, and the far south. Not too cold in winter—no snow the past winter and only a slight flurry the winter before—yet cool, pleasant and healthful in summer, being fanned by ocean and sound breezes. Many Northern people live in New Bern during the entire year, enjoying as good health as when in the North. J. A. Miller moved to New Bern 7 years ago, from near Pittsburg, Pa., bought a farm and has gained fifty pounds with no surplus flesh. James M. Chamberlain moved to New Bern from Auburn, N. Y., last year, so ill that he could scarcely walk into the hotel. Mr. Chamberlain is in better health than for 10 years past.

A great many northern tourists spend the winters in New Bern on account of the mildness of climate, healthfulness and accessibility to their homes it being only six hours to Norfolk, 10 hours to Richmond, 11½ hours to Washington, 13 hours to Baltimore and 20 hours to New York with double daily trains in each direction.

There is an excellent opening for a good trolley car system to connect vast outlying suburban property that only awaits development by car service, and to transport the thousands of packages of truck from nearby truck farms to wharves and docks for shipment north. Factories manufacturing cotton, yarn, hosiery, knit goods, overalls, caps and aprons, furniture, sash doors, and blinds, wagons, carriages, novelties, hames, wheelbarrows, boxes, and all manner of wood working plants would make a success from the start, owing to plentiful and cheap labor, unlimited raw material right at hand and unsurpassed railroad and water facilities. Canning factories to utilize the surplus vegetables, such as peas, beans, tomatoes, onions, beets, asparagus, sweet potatoes, corn, etc., and oysters, could find excellent locations and ample material for their use.

With an abundant yield of cotton—5000 bales having been sold on the New Bern market this season, an inexhaustible supply of timber of all kinds, fertile fields that are capable of supplying food requirements for millions of inhabitants without outside aid; with deep water on both sides of the City (peninsular as to shape) affording desirable factory sites on railroads and water, as well as on opposite sides of the Neuse and Trent rivers; with its continuous stretch of inland water of over 100 miles, extending through Pamlico, Croatan and Albemarle Sounds, alive with fish and game, and the great inland waterway, which will ultimately connect Cape Cod and the far South, practically at its very door, opening up channels of commerce to all parts of the world, on a parity with Norfolk, Wilmington, Charleston, Savannah, etc.; with railroads crossing both rivers and gridironing the city and surrounding territory, New Bern, North Carolina bids fair to become one of the most important cities on the South Atlantic Seaboard, South of Norfolk.

J. W. Stewart, owner of the Hazelton Hotel and the hospital here, known as Stewart's Sanitorium has just completed an extension to his Middle street brick block, fitting out a first class boiling alley and a commodious hall above. Mr. Stewart also owns the steam laundry in operation here.

The Cutler-Blades Hardware Co., is one of the largest wholesale hardware houses in the southern states. They have several traveling men on the road and do an immense business.

J. A. Jones is proprietor of the most up-to-date sale, livery and Feed Stables in the city.

The Crown Bottling Works operate the most up-to-date bottling plant in Eastern North Carolina. Gaskill Hardware and Mill Supply Co., are General Hardware Dealers, and have one of the most successfully conducted hardware stores in the State.

E. K. Bishop & Co., are commission merchants and also operate storage warehouses.

Lucas & Lewis run an immense Grocery, doing both a wholesale and retail business.

E. W. Smallwood runs a large and successful hardware business.

Colvin & Henry are the city engineers, and also do general surveying.

Mr. M. D. W. Stevenson, Jr., is proprietor of the New Bern Building & Supply Co., and the Stevenson Storage Co.

The New Bern Electric & Supply Co., do a general electric business. They have recently completed the contract for wiring the Eastern Training School at Greenville. They also wired the Elks' Building of this city.

J. S. Basnight Hardware Co., though one of the newest hardware concerns in the city, is conducted by experienced men and they are doing a successful business.

O. Marks & Son are owners of the largest Shoe Business in the State. They keep several traveling representatives on the road the year round.

OWEN G. DUNN

PRINTER

NEW BERN, N. C.



Presbyterian Church, New Bern, N. C.



Raising Pork for the Market near New Bern, N. C.



Christ (Episcopal) Church, New Bern, N. C.



U. S. Public Building, New Bern, N. C.

81 5629



Centenary M. E. Church, New Bern, N. C.



Main Entrance to Cedar Grove Cemetery, New Bern, N. C.



Roman Catholic Church, New Bern, N. C.



Bird's Eye View of a Portion of New Bern, N. C.



Fish Market, New Bern, N. C.



National Bank of New Berne, New Bern, N. C.

The Gaston, New Bern, N. C.

THE cut on the opposite page shows one of the South's leading Hotels. The accommodations, the conveniences, the comforts, the service, and the rates charged, tend to make this hotel the equal and in many particulars, lead the best hotels of the South. This noted hotel was opened under its present name in October, 1907. From that date it has continually grown in popularity until today it is in the minds of almost every traveling man that crosses the border into Eastern North Carolina. In fact, accommodations at this hotel are so much in demand that traveling men, realizing about what date they may reach here when traveling in this territory, wire their requests sometimes a week ahead.

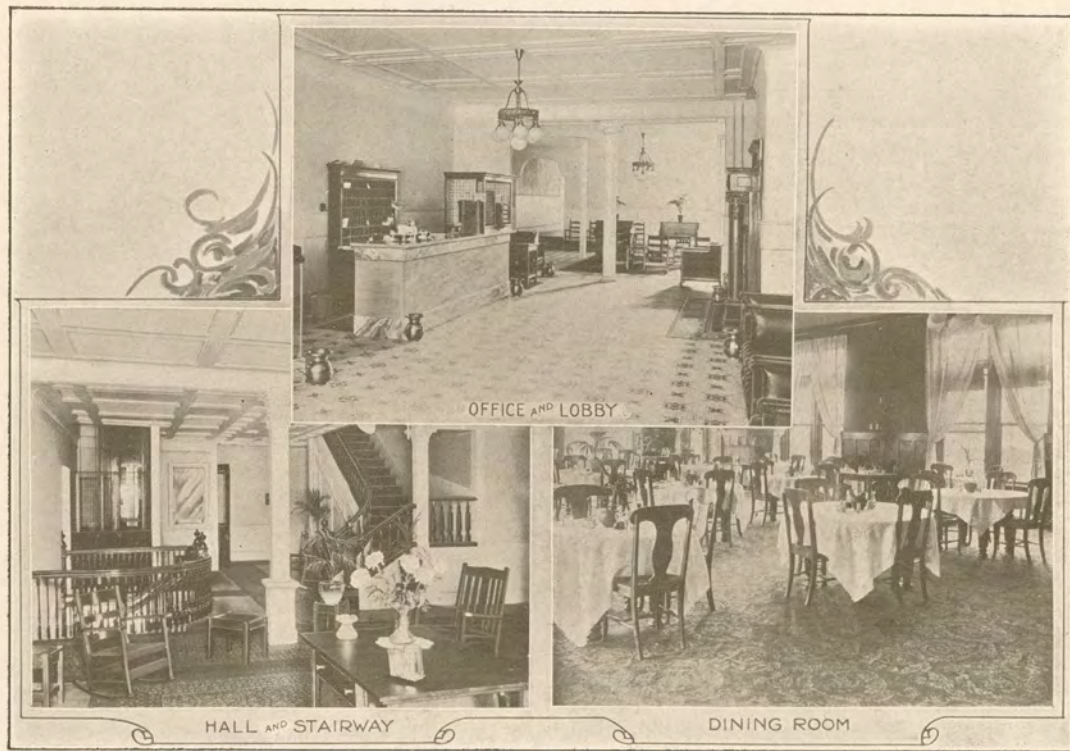
The Gaston is equipped with sixty sleeping rooms. Every room is fitted out with hot and cold water, electric lights, and telephone, connection in any part of the city, or the outside world; excellent bath room attached to each room, with porcelain bath tubs and tile floors and wainscoting; is heated by steam, from the plant of the hotel. These sleeping rooms range in size from 14x18 to 35x50 feet and are not excelled in their sanitary qualities, this being one of the particular points of the management to look after.

The Dining Room, it might be said, does connect with the hotel proper, but it is in a separate wing of the building, overlooking the famous Trent and in full view of the historic Neuse. The refreshing breezes from these two great rivers, pass continually through these spacious halls. As has been expressed right in the room—the scenery and the delightful breeze amply rewards for the charge made, without the service rendered in this palatial room. It is a matter of common comment that this dining room is, perhaps, the most extensively furnished of any outside of the great cities of the north.

As a matter of fact, The Gaston, is provided with every modern convenience. Its kitchen is supplied with the latest improved cooking appliances, bake ovens and steam tables, and the management guarantees the promptest service.

The striking feature, that perhaps has done more to make The Gaston so popular in its short life, is the accommodations for the travelling men—the drummers. There is an unlimited accommodation here in the way of sample rooms. Six large sample rooms, either one of sufficient size to accommodate the displaying of samples of two of the average traveling man, are kept perfectly clean and in readiness at all times when not in use.

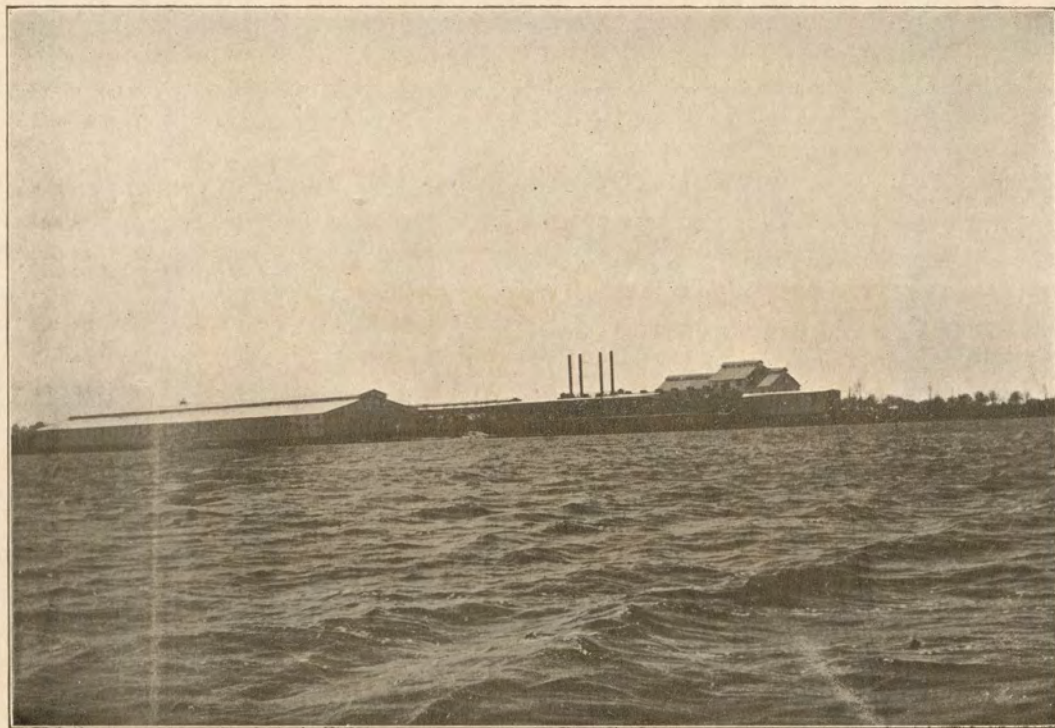
The Gaston is justly the home of the traveling public when in Eastern North Carolina and when they have a day for comfortable rest they go to The Gaston Hotel, New Bern, N. C.



Interior Gaston Hotel New Bern, N. C.



Cotton Plāntation, New Bern, N. C.



Largest Saw Mill in North Carolina, John L. Roper Lumber Co., New Bern, N. C.

New Bern Cotton Oil and Fertilizer Mills.

THE New Bern Cotton Oil and Fertilizer Mills began business in New Bern in 1898. At first they had but a small Cotton Oil Mill, but from this very modest beginning their business has increased, until now they own and operate the largest Independent Cotton Oil Mill in Eastern North Carolina, it having a capacity of eighty tons of cotton seed per day, and well equipped with new and up-to-date machinery.

The cotton gin built by this Company soon after the erection of their oil mill and destroyed by fire about two years ago, was replaced by a brick building containing the latest improved ginning machinery, having a capacity of fifty bales per day. A very large business in cotton is done by this Company, which one season handled nearly five thousand bales of the "Fleecy Staple."

A few years ago they added to their already large business a Fertilizer Factor, with an output of one hundred tons daily. The sales have increased greatly each year, until now this branch alone of their business is a great one, and the territory covered by their sales covers a large part of North Carolina. Nothing but the best materials are used for these fertilizers, which are prepared especially for the crops grown in this vicinity.

In the yards are tracks connecting with all the Rail Roads entering New Bern, and these, with its large covered wharves, enable the Company to make shipments by rail or water in the prompt manner upon which it prides itself. They have several large warehouses, for the storage of material and products, and their entire plant covers several acres.

A five hundred horse power Corliss engine is the motive power for the Cotton Oil Mill, and the large electric generator which runs the fertilizer factory, cotton gins, and lighting machinery for the entire plant.

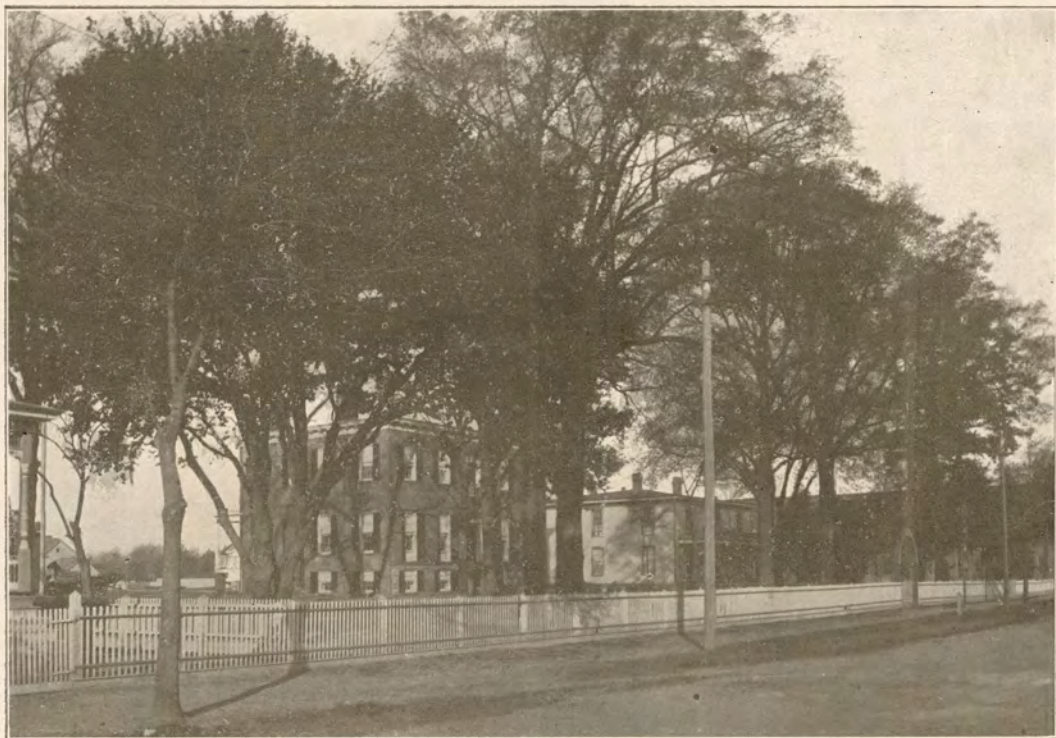
The management and clerical part of the business is conducted from a handsome three room office building, situated on the Company's property, and there visitors will be always welcome, and pleasure will be taken in showing them over the property.



New Bern Cotton Oil and Fertilizer Mills, New Bern, N. C.



Truck Farm near New Bern, N. C.



Stewart's Sanitorium, New Bern, N. C.

The Pepsi-Cola Company, New Bern, N. C.

THE accompanying cut but gives a faint idea of the magnificent and valuable Pepsi-Cola works—offices and factory—in this city. Residents of twenty-eight states—from Maine to Texas, and in the West—after learning of the healthful benefits of Pepsi-Cola, have, by their urgent demand for this exhilarating beverage, forced upon the manufacturers of Pepsi-Cola, the installation of machinery and the erection of commodious buildings, till now the enterprise easily ranks with the leading industries of the state and with many of the South.

Pepsi-Cola has never served nor ever was intended to take the place of other soft drinks, but it stands on the merits of its qualities as a wholesome, healthful and pleasant drink. It is ten years in existence, and its founder, Mr. C. D. Bradham, gives his entire time to the management of the business affairs of the company and supervises the manufacturing processes—paying attention especially to the one point—that Pepsi-Cola is kept up to the standard set when it was first offered to the public, over a decade ago.

Today, this company, with a plant valued at many thousands, is receiving daily, demands from Maine, Massachusetts, New Jersey, New York, Delaware, Maryland, Pennsylvania, West Virginia, Ohio, Indiana, Illinois, Missouri, Iowa, Nebraska, Kansas, Oklahoma, Texas, Mississippi, Arkansas, Louisiana, Virginia, Kentucky, North Carolina, Tennessee, South Carolina, Georgia, Florida, Alabama, Connecticut and Rhode Island, and the demand is far greater than the supply, even with this well equipped plant, having a capacity of 12,000 gallons per day.

Pepsi-Cola is New Bern's most valuable invention; it is North Carolina's pride; it is the people's purest drink and is the only manufacturing industry of its kind in the United States.



Factory and Home Office Pepsi-Cola Company, New Bern, N. C.



Farming near New Bern, N. C.



Elk's Temple, New Bern, N. C.



Graded Schools, New Bern, N. C.



Alfalfa, grown at New Bern, N. C.

Sowed September 1907, cut four times in 1908, yielding over 4 tons to the acre. Sold in New Bern at \$15.00 per ton.



The Peoples Bank, New Bern, N. C.

The Peoples Bank, New Bern, N. C.

EARLY in the year 1907 it was seen that there was ample room for another bank in New Bern, and on October 1, of the same year, The Peoples Bank opened its doors. The results of such a phenomenal growth as that which this bank has enjoyed, perhaps was never realized by the promoters when they ventured into the business. Today, it would seem that the name of the bank was aptly applied, judging from the regard apparently, in which the bank is held in Eastern North Carolina.

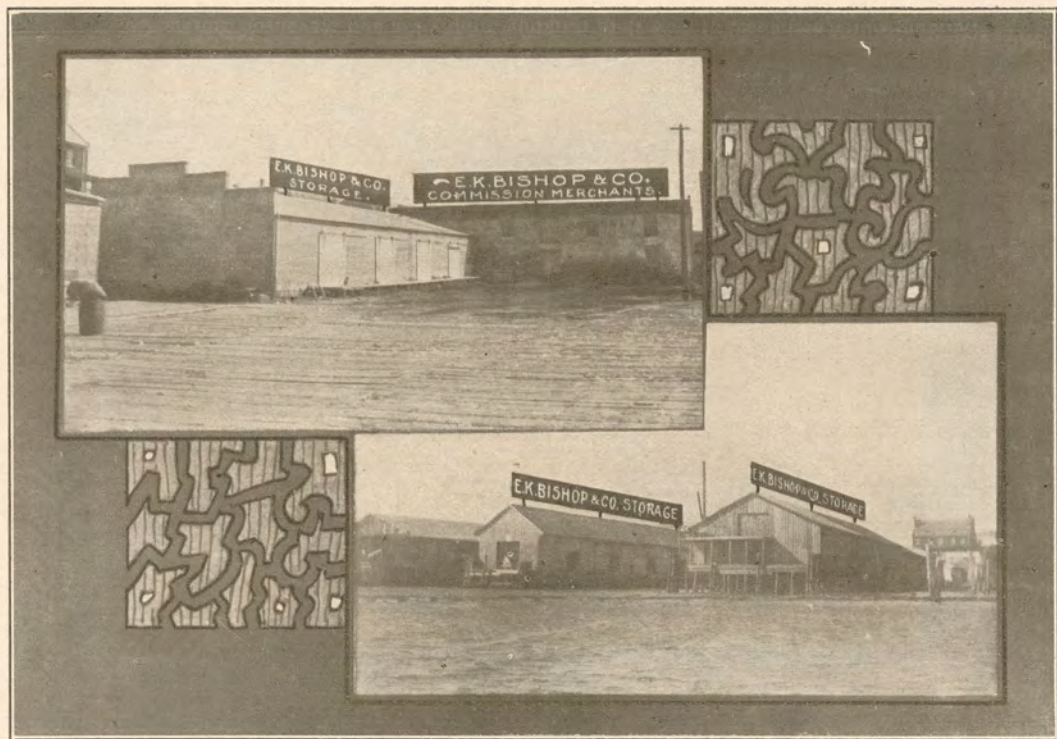
The Peoples Bank is a state institution, carrying a savings department, which pays 4 per cent interest on deposits in this department. Also the Home Building & Loan Association, though not a part of the bank, is carried on in the same building.

With the unlimited resources of this bank, its savings department and its Building and Loan connection; the polite and courteous treatment of the officials in charge, and the prompt attention to small or large accounts, The Peoples Bank enjoys the proud distinction of having made record in the past year and a half, that is seldom equaled. A 50 per cent gain in resources during this time, is far below the actual figures. This, too, when financial distress was being felt over all the country.

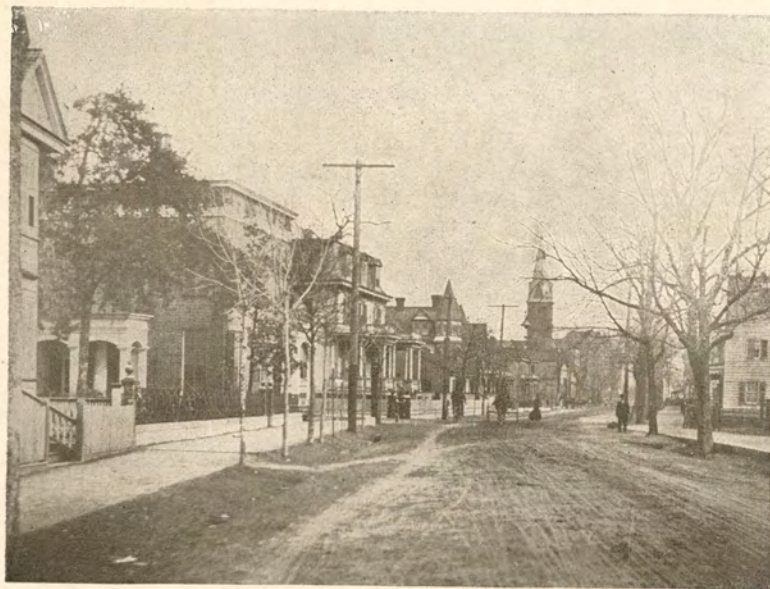
The name of this Bank is an apt one—for it is rightly The Peoples Bank.

The Officers of the Bank are Wm. Dunn, President; C. D. Bradham, Vice-President; T. A. Uzzell, Cashier.

The Directors are the following Business Men: Chas. S. Hollister, Wholesale Grocer; C. W. Munger, Munger & Bennett, Lumber Manufacturers; Wm. Dunn, President; Clyde Eby, Secretary and Treasurer Elm City Lumber Co.; J. W. Stewart, Real Estate, Loans and Investments; C. V. McGehee, Wholesale and Retail Grocer; W. F. Aberly, Secretary and Treasurer Pine Lumber Co.; E. H. Meadows, Jr., Vice President E. H. & J. A. Meadows Co.; C. D. Bradham, President Pepsi-Cola Co; T. A. Uzzell, Cashier; H. M. Groves, Secretary and Treasurer Gaskill Hardware and Mill Supply Co.; W. P. Metts, Wholesale and Retail Grocer; W. J. Swan, C. H. Fowler & Co., Stonewall, N. C.



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Pollock St., Looking East, New Bern, N. C.



National Avenue, Looking South, New Bern, N. C.



Sale, Livery and Feed Stables of J. A. Jones, New Bern, N. C.



Residence of W. B. Blades, New Bern, N. C.



Main Avenue, Cedar Grove Cemetery, New Bern, N. C.

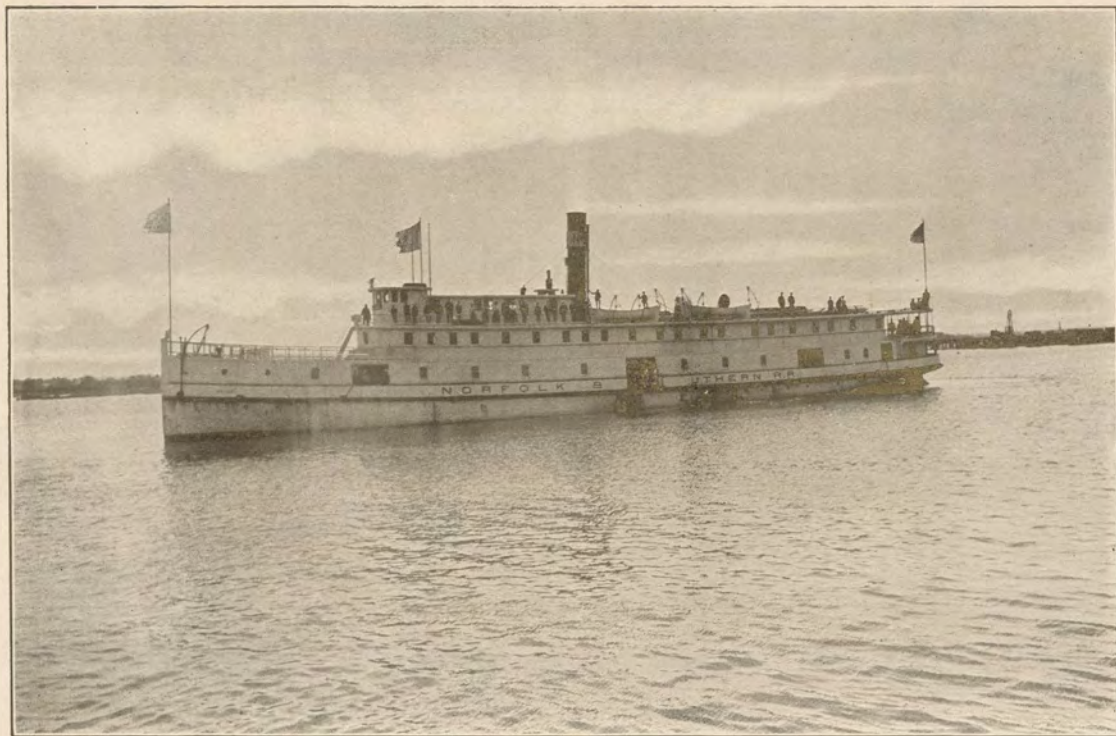
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East Front St. from Neuse River, New Bern, N. C.



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