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New Farm
NORTH CAROLINA



The last says, "I've read your book about spot news. It's beautiful—the concept, plus the one very useful page."

"Whence I come, thither hark I go,"
we murmur with the morning Typhons,
gazing longingly from aloft upon the towers
of Athens,—(Oy! how, unnumbered, ever I come
to thee!)—

For **GOOD OLD NEW NEWS** is not the slogan for this store and aggressive tone. This store is open 24, and a fresh selection fills our aisles. **GOOD OLD NEW NEWS** has a beautiful past, an interesting history, is a joy and delight. But our eyes are upon the future—we look to the past. No **GOOD OLD NEW NEWS**, but a **Greater** and a **Better New News** is ahead of us.

As we catch the morning just behind the hills, we see the brightness of its morning: a little way beyond, we have the range of the mountains; we are enthralled by the brilliance of the morning.



1. 2. 3. 4.

We made our tunnel it and when we captured it, and when he had to look in its glass and then in its hole. The goodness of the past hole is really, I guess, and better say to what we, and some, New, Boston, and to find.

is contented and established. New Eyes, greater, bigger, broader, broader, more full and extended, more just and righteous, more generous and kind, more intelligent and alive, more progressive and modern.

New Year with a population of about 25,000 inhabitants, living in the mountains of the beautiful, deep woods, the Grouse, and the mountain water, and the West, reached only with a great deal of change, in the water of the great ocean, timber and agricultural both of the north Atlantic watershed. The industrial railroad and deep water facilities, the new inland highway 100 feet deep, passing through the harbor and suburbs, running into the city, across both rivers and from the island in various directions, with ample sites for manufacturing industries, utilizing the raw material found here in great abundance, make the use of the most desirable sites in which to locate in the entire country.

Heavy thought streams, foreign as well as domestic, are coming to the very doors. As he walked contemplative, there is double duty written in all directions, only one town's side to the mighty Atlantic, six hours to Norfolk, ten hours to Richmond and twenty hours to New York.

There have been more men with capital, interested in manufacturing enterprises to become rich, but not motivated and doing something.



Abstract



TELETYPE UNIT SUPPLY.—Factory Distributors High Grade Paper and Copier, Mimeographs, Talking Machines and records, Printing Plants and Supplies, located at 31 Polk St., Chicago.

"This is one that has not come to his mind
And is not covered by command or threat or bribe,
Is it his weakness, arrogance and spite,
For he will not even be treated?"

When old Madagascars, when he is into the above lines, knows that the stated indications of progress and adjustment is afforded by the way such which mode is covered by the program. Judged by this criterion, the people of these islands in the front ranks of civilized communities are it is shown by the numerous business done by the Father's House. Mrs. George H. Fisher is the Proprietor. He has been engaged in the business for many years and thoroughly understands the requirements of the trade. He has obtained success by different means in business, by an intimate knowledge of all pertaining to the trade industry and his complete moral treatment of customers.

He handles the most famous grades of instruments and has the best instruments to offer on the trade. This is the trading music house in Eastern North Carolina.

Chicago, Toledo, Detroit, Chicago and Seattle. The Chicago House, Chicago House is no more; its remaining staff told us they have moved to a new address. New York, then, that of the network in E. H. Ross and W. A. Lee's, two bright, active and progressive young men, who have collected special distributors in these lines, having been established in the drug business for over four years and built up such an enormous patronage. Their store is today the center of a vast trade in drugs, distilled medicines, ointments and other. The equipment of this store is all that could be desired, while at the same time it is not equipped that they pay so much attention to it as in the high quality of the drugs carried in stock, which are the result of the greatest skill and the most extensive laboratory in the manufacturing of prescriptions. Much of these preparations have had a reputation of great excellence in comparison with the English drug trade of New York, and we are tempted to say that they have grown to be the only entirely reliable drug store that in these parts of the country can be depended upon for absolute reliability.

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The three speakers, specialists in handling the situation by the market, and supporters of economic freedom. The members of this team are Murray N. Rothbard and F. H. Coase, economists known as market theory, and Milton Friedman (lib and int). These positions are also the positions of *The Co-operative Supply Company*, which is a large business in the United States and Europe. It is one of the most important and powerful business houses of New York, and the business is also the most important.

[illegible]

RELIGION. — **UNITED METHODIST CHURCH.** — The Trustees and Board of this denomination have been called to hold a business of paramount importance in the next meeting and hearing Court of North Carolina and have general sessions at 290 South Fifth Street, Raleigh, N. C., on Monday, the 10th inst. They desire a meeting place of some kind in the city. They desire a meeting place for the day in Raleigh most suitable, and the best has several many substantial buildings throughout the State, it being desired to accommodate the entire assembly. Extension of the hall and clearing of the grounds is being done, and the building is being built, stone, concrete and steel construction. The members of this denomination are Messrs. M. L. Johnson, W. C. Johnson, and J. B. Johnson. They are members of the Board of Trustees.



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New Haven Iron Works & Supply Co.

NEW HAVEN IRON WORKS AND SUPPLY COMPANY.—Machinery, Foundry Machinery and Mill Supplies for Farmers, Cotton Unions and Manufacturers. This is one of the largest and fastest growing industrial enterprises of New Haven and only recently the magnificent new building was started in order to meet the growing demands of the trade. The plant is located at 28 to 30, 32 and 34 Crown Street, where the immense business transacted requires constant employment of an average force of fifty people in the various departments. The scale of this plant covers a large area. The business has been established for many years, is large, ever since the war. It has been operated under various names until the year 1925 when the name of New Haven Iron Works was adopted. The officers of the corporation include the following prominent gentlemen: Messrs. E. E. Wolfe, president, J. C. Hill, vice-president, and R. E. McDonald, secretary and treasurer.

THE HANCOCK LUMBER MANUFACTURING COMPANY.—Thirteen newly organized companies, having extensive business North 10th, 1914, but the concern gives every evidence of becoming one of the prominent and substantial lumber manufacturing organizations of New Haven. They are manufacturers of oak, dressed and finished, fine cabinet finish mouldings, sash work, etc. The office and plant occupies location on the line of Crown Street, with telephone No. 148. This business is under the able management of Mr. E. S. Hancock, an able established and well known contractor and builder of New Haven and who has created many of the handsome and substantial structures of the city of New Haven and other parts of Eastern North Carolina, some of which we may mention are the Adams Theatre, J. M. Mitchell & Co's Store, and Caplan & Son's department store. Among his recent contracts are the handsome new Peoples Bank and the Water and Light Plant of the city of New Haven. Mr. Hancock gives employment to many highly skilled workmen and is prepared to execute similar projects.

ARMSTRONG SHIRTLESS COMPANY.—Wholesale Grocers and Manufacturers' Agents. This is an important concern. Its officers are N. W. Taylor, president, O. E. Benson, vice-president, and H. W. Armstrong, secretary and treasurer, all of whom are widely and favorably known in the trade. They have grown to New Haven one of her largest and most successful wholesale houses, an enterprise where Mr. Benson has been greatly felt in the advancement of the city. The business has been successfully conducted for six years. A large and well equipped building is occupied and the company imports coal and other business for shipping. The trade covers the greater part of Eastern Carolina. They handle high-grade shoes, meat, fruits, food, feed and provisions, quoting special prices to selected lists.

J. J. BOSTER.—Department Store, Clothing, Dry-Goods, Shoes, Trunks, Hosiery and Millinery. Among the important enterprises which have valuable units in the new total of New Haven's growth and development, none are adding greater or more lasting lustre than that of J. J. Boster. This gentleman has been successfully established in business for the past twenty years, and has built up a magnificent trade. He is located in the Elm Temple, where his store rooms are beautifully fitted up according to the most modern ideas, and the great stock carried is admirably arranged in department stores. A number of clerks are employed in looking after the interests of patrons. Mr. Boster is a great believer in the future of New Haven.



Elm Temple Building

F. W. CHASE.—*Philadelphia, Merchant* Union, 300 Middle Street. This gentleman has been one of the leading leaders of New York for many years. He has been established in business for himself since 1890, and makes exclusively in the high class patronage. Many of the regular customers have been dealing with him for years and in having Mr. Chase's make your clothes, you are certain of complete satisfaction in regard to style, quality, workmanship, fit and finish. A beautiful study of the latest style of fashion is carried. While Mr. Chase's dress high class tailoring, his prices are necessarily extremely reasonable. His employees skilled tailors and his work is guaranteed. Mr. Chase's is frequently known in the trade and outside from his own magazines, in fact all he has for the upbuilding of New York.

WINTER-MOLLOY STUDIO.—*Dr. Studio* there. There is that about the work turned out at this elegant studio which of more prominence is the product of a finished artist who possesses both judgment and true artistic inclination. The Winter-Molloy Studio holds much prominence in the city of New York, and has its own galleries of fine photographs that will favorably compare with the results obtained in the best studios throughout the United States. Mrs. Reginald Winter, who established the business here also years ago, is a veteran of marked artistic accomplishments, being an artist of actual training, fifty shades and colorless tones. She interprets with

extending interest the character of her subjects, and the true ability enables her to occupy a commanding position in the profession. She has begun to the first rank among the business headed studios, photographers of America, holds the position of Chairman of a section of the Women's Federation of Photography and is a member of the National Photographers Association. Her husband, Mr. Geo. C. Molloy, has been associated with the studio for many years and some eighteen months ago became a member of the firm. He is thoroughly prepared and has a fine sense of true art. They are the photographers for the National Council of Jewish Children.

NEUME GOSWERT COMPANY.—*Dr. L. Washington, Manager.* Wholesale Groceries, 41 Wall Street. Among the influential and progressive wholesale houses of New York, the Neume Goswert Company is worthy of notice. Its influence has been wonderfully far in the advancement of the wholesale interests of the city and although the company has only been established for the past two years, the business has grown to be one of the most important in New York, and it gives us every evidence of being one of the city's permanently established houses. Mr. H. L. Washington is the general manager of the business, and is thoroughly progressive and modern in his dealings. The merchandise of the house includes groceries, meat and seafood. Orders prompt prompt attention and the offer has placed customers under its



Where the Great Eastern Canada Fish and New York "Home Canning" Industries are Held.

SAM K. EATON.—It may be said that New York is famous for its many fine stores and one of the prominent features engaged in handling high-class jewelry is Mr. Sam K. Eaton, located at 41 Wall Street. This business has been established since about the year 1890, having been founded by the father of the present proprietor, who bears the same name as his father. Mr. Eaton deals very extensively in all kinds of high grade watches, diamonds, cut glass and sterling silver. Special attention is made of repairing, as well as fine engraving. Mr. Eaton is the watch inspector for the New York Central Railroad. This store is one of the oldest and most prominent jewelry houses of Eastern North Carolina, and the patronage is among the best of the trade.

HOTEL JONES.—Among the popular and attractive hotels of New York. During the past year this hotel was thoroughly remodelled and newly furnished throughout. Every modern convenience has been incorporated, rooms are beautifully equipped and all have shower services, as well as hot and cold running water, while a number have private bath connections. The hotel contains luxury rooms and the accommodations are provided on the American Plan only at the reasonable rates of \$10.00 and \$12.00 per day. Mr. Wm. E. Jones is the proprietor of the hotel, while Mr. C. B. Phillips is the chief clerk, and is a gentleman of some few years' experience, formerly connected with leading hotels of Knoxville, Tenn. Beyond these particulars a word comes to the traveling public. Mr. Jones and all the prominent men of affairs of New York and New York maintain business relations.

WILLIAM T. HILL.—The name of William T. Hill is most favorably known throughout Eastern North Carolina, as he is unquestionably one of the largest and most important dealers in sporting goods throughout a large part of the State. He has been successfully established in business since 1896, having maintained where he has his extensive yards of sporting goods. The business includes fishing, hunting, traps, Montezuma, Columbia, Kentucky, Kentucky, Fox, Atlanta, Bayonet, Florida and American, Hudson River, clearly absolutely only, however, may include Florida, Georgia and Kentucky, Ohio, Pennsylvania, and a full stock of mounted birds, mammals and reptiles. The location of the store is at 41 Wall Street, with phone 214.

R. C. GEMSTONE.—*First Food Products.* This gentleman has been established in business since 1891, and has made a fine record in the conduct of his affairs from the beginning down to the present time. He conducts one of the city's finest stores, located No. 41 Wall Street, in the heart of the business district of the city. The stock consists of the line of strictly pure canned food products, tea and three groceries, rice, coffee, cereal and bottled delicacies, bread, produce and in fact everything usually found in a strictly first-class grocery store. The patronage is among the leading families of New York. Mr. Armstrong previously holds office the management of the business, and there is general satisfaction in dealing with him.



Meadows' Crane Fleet.

E. H. AND J. A. MEADOWS COMPANY. Manufacturers of Blackheads' Special Cement. New York has been for years upon the headquarters of cement industry for the State of North Carolina, and it may be said that the E. H. and J. A. Meadows Company are the chief manufacturers of cement in the eastern part of the State, having been doing business since the year 1880. They operate two immense factories, which are modern in equipment throughout, while they use the very best material in turning out the heavy cement, and it was only for recently said that the best cement in Oregon, Iowa, Illinois, Iowa, Pittsburg and Western Canada was made with the Meadows brand. In using these facilities you are certain of getting the very best results. These immense plants have an output of forty million (40,000,000) pounds per year. They have production on 600 acres. The office of the corporation are located at E. H. Meadows, president; J. A. Meadows, vice-president; Ralph Meadows, secretary and treasurer; and J. M. Howard, sales department.

J. A. MEADOWS.—Merchant Miller. Major Graham of Mead and Fords, Newark in New York, etc. This is one of the oldest established businesses in New York, having been founded by the late Mr. J. A. Meadows. The business is now owned by Mr. J. A. Meadows and operated by his sons, William, E. H. Meadows, Jr., and Ralph Meadows, who are bringing up the old time reputation of the enterprise for highest quality of products. They make a specialty of the best baked iron metal, ground from white coals and they operate special plants in various parts of New York, Ohio and Ohio. Their sales department are at J. A. MEADOWS, 1111 MARINE BUILDING AND NEW YORK, which have the reputation of being the best equipped in Eastern North Carolina and fully capable of taking care of any marine work that comes into this port.

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NEW BORN MOTOR CAR COMPANY.—Mr. E. H. Graham is the proprietor of this enterprise, which occupies facilities at 44 Queen Street. Mr. Graham is a well known business man of New York, having been a member of years past, engaged in the marine industry, and more recently in the automobile industry. He has the agency for the famous Buick, which is undoubtedly the foremost car in this connection, so called as everything in front of the front that will add anything to its already established prestige, the motor (Ford) cars are in no way less than this other make, and its results are well known and recognized. Mr. Graham also has the agency for the Buick (Continental) Tourer, which is a very popular car for travel, selling for a reasonable price of \$2,500. He also carries a full line of automobile accessories, supplies and repairs.

THOMAS CHEMICAL COMPANY.—Manufacturers of "Tone Red Paint," "Mellin's" spraying equipment, disinfectant, antiseptic, disinfectant in cream and form of oil. The offices of this company are located at E. H. Meadows, president, and E. A. Howard, secretary and treasurer. The company has been operating for almost thirty years, and the results of the products which are turned out by the company have become well and truly known throughout the Carolina. It may be said that "Tone Red Paint," as well as the "Tone Red" spraying equipment are made at the best and greatest materials, and are giving greatest satisfaction to the trade. Tone Red is a high grade product for farm buildings, roofs, fences, etc. etc. Coming from these facilities, we bring that Tone Red water like iron metal, and being so good, the results of water are in the water are good. As for the disinfectant and antiseptic of these goods, the company has many vessels furnished from prominent business men and manufacturers, who have used the products. Samples will be cheerfully furnished.

ALLEN'S SHEET METAL WORKS.—Mr. W. M. Allen is the proprietor of this factory and important enterprise, which is located at 11 Queen Street. Mr. Allen has long successfully established in this line of industry for thirty years, having been for a number of years engaged in England and has been in New York for the past three years. He operates an immense business throughout the United States of Eastern North Carolina, and he has the best facilities for promptly executing all orders, whether they be large or small. He handles everything in sheet metal, galvanneal and steel roofing, in fact, is a general working contractor, and makes a specialty of sheet work.

E. M. ROBERTS AND COMPANY. Manufacturers in Newark and Newark. Blackheads' Special Cement. Newark, New York, with plants in the large and important plantations of this city is that stated above, the business having been established since 1880. Mr. E. M. Roberts is one of the ablest proprietors of the business, operating under the title name of E. M. Roberts and Company, manufacturers, 100 Exchange St., N.Y. He has many years of experience in the business of this firm, a distinguished throughout all parts of Eastern North Carolina, and the premises occupied include a large building on 100 and 101 Exchange St. Mr. Roberts is one of the influential and prominent business men of New York, and has in hand the best interests of the city.

CHRYSLER BATHING MACHINES.—Manufacturers of all kinds of high grade bath water of all the best materials, from goods, from famous springs, come proper etc. This enterprise enjoys a reputation of being the oldest established enterprise of its character in New York. It has been in successful existence for the past fifteen years, and Mr. L. J. Taylor is the proprietor. He has built up a very large patronage, and during the busy season keeps his people constantly employed in the manufacture of the products and in delivering them to the trade. The plant is of modern equipment and all orders are made of the very best materials, strictly pure and perfectly clean. Mr. Taylor is a well known citizen of New York, and has other business interests.

NEW BORN CROCKERY COMPANY.—Blackheads' Cement. Incorporated. 40 and 42 North Street, New York. The origin of an immense wholesale trade and one of the most prominent and important enterprises identified with the trade throughout Eastern North Carolina is that operated by the New Born Crockery Company, of which Mr. E. E. E. is the principal proprietor and manager. The trade of this house is broadly distributed throughout all the territory adjacent to New York, and the company enjoys a reputation of high class, heavy work, and everything being handled by reliable, trustworthy, absolutely trustworthy means. The influence of this company has been greatly felt in the advancement of the best interests of the city.



Peppers, Walls and Cars.



The Peapack Bank.
(Their New Building Under Construction.)

from the building in which apartments in modern style of building. The bank will be occupying its new quarters about the 1st of June. The officers are Messrs. William Evans, president; C. H. Bradburn, vice-president; T. A. Thrall, vice-president and cashier, and J. H. Crawford, assistant cashier.

CITIZENS SAVINGS BANK AND TRUST COMPANY.—The city of New York again is reputation of being a city that cherishes building credit and the Citizens Savings Bank and Trust Company fills an important position in the banking circles of the city. The business of this bank is identical to that of building savings accounts. Deposits of any amount being received and interest at the rate of 4 per cent compounded quarterly is paid. This bank is now occupying temporary quarters on Wall Street near the Astor Hotel, but about the 1st of June they will move into their new quarters, to be erected by the old Peapack Bank, who will then occupy their handsome new building. The officers of the Citizens Savings Bank and Trust Company are Messrs. T. A. Thrall, president; Clyde Ely, vice-president; and W. H. Henderson, cashier.

NEW YORK COLUMBIA BOTTLING WORKS, INC.—This concern is one of the largest enterprises of the world, and the New York Plant is located on 30 Middle Street, under the management of Mr. C. A. Ballard. There are factories of "Coca-Cola" under an exclusive license from the Coca-Cola Company of Atlanta Ga., also factories of high class sodas, grapes, etc. Coca-Cola is beyond a question of doubt one of the most famous drinks in the new world. Its demand is increasing every year, and even in New York the trade of the plant steadily grows. Mr. C. A. Ballard is operating the business according to modern and progressive ideas and has a model plant, which is perfectly clean and sanitary throughout. Its location is at its

BRADBURN DRUG COMPANY.—Wholesale and Retail Druggists. This company operates two of the leading drug stores of New York, known as the Broad Street, located at the corners of Peabody and Middle Streets and at Middle and Broad Streets. This latter store, which goes under the name of Bradburn's Broad Street Store, enjoys the distinction of being the finest drug store in the State. It is the nearest to the city, being opened to the trade about December 1, 1914. The interior arrangements of this store are in perfect keeping with the high character of the business. The fixtures are hand-made and of modern design and the place gives there room and well calculated with select goods and general appointments throughout are all that could be desired. There are no tagboards to expose the perfect beauty of the merchandise, which must be seen to be fully appreciated. Its presents a very inviting appearance, both in its interior and exterior arrangements. The main feature is one of the landmarks in the South, and every modern sanitary equipment is in service. Competent pharmacists are employed, and the business is conducted according

to the highest ethics known to the profession. Mr. C. D. Bradburn is president of the company. Mr. R. F. Butler is secretary and treasurer, has had many years' experience as a pharmacist, and within years of which time he has been located in New York. He is manager of the Peabody Street Store, owned by Mr. T. A. Thrall, a graduate pharmacist of the University of Miss. while Miss Clara Ryan is cashier and has charge of the Ladies' Goods Department. Mr. J. H. Bollewell, a pharmacist of sixteen years' experience, is in active charge of the management of the new store, which goes under the name of Bradburn's Broad Street Store, as noted by Mr. Leslie White, a graduate pharmacist of the University of Maryland, while Miss Edith Stenden is cashier and in charge of Ladies' Goods Department and Mr. Joseph H. Winkley has charge of the soda fountains and ice cream manufacturing department, assisted by soda dispensers Mr. Elmer Lytle and Mr. Robert Nixon, Jr. who have quite a reputation as experts in the preparation of iced tea and fancy drink liquors.



Bradburn's Broad Street Drug Store.



New Bern Gas Co.

NEW BERN GAS CO.—Wm. M. Crane, President; Geo. H. Walter, vice-president and treasurer; F. H. Roney, secretary and general manager; R. D. Ford, superintendent.

All the institutions that go to make up a modern, thriving city there is none so closely allied with its material development as it is perfectly equipped and well managed gas company supplying light and heat.

In this connection it is interesting to note that the city of New Bern, which is continuously edged nearer to new progress and prosperity, has no institution in the **New Bern Gas Co.**, of which it is fairly proud. Its business and trade show activities are directed by the best of modern and scientific equipment combined with straight-forward, just and equitable methods in all its dealings with the public. The company has a very modern plant, having spent vast sums in order to put their property in the highest state of efficiency and in the collection of income so that every part of the city may have gas facilities.

They manufacture a high quality of gas for illuminating, heating and power purposes, which is sold at an reasonable price as is consistent with the high quality of their product and service given.

The supply is regular and reliable, and New Bern has every reason for satisfaction on account of the superior service in the region. The business of the company is expanding rapidly and as an illustration to show how the demand for gas is growing in New Bern we may state that during the month of March, just passed, the percentage of business over the same month of last year was but 6. Illuminating purposes 35 per cent, and for heat purposes 34 per cent. They have one of the finest and best equipped open rooms in the South, where actual illustrations are provided and demonstrations given of all gas appliances, so that persons will be instructed in the proper use of these economically. The management also gladly make demonstrations in the homes of patrons, and give individual instruction. The company carries a complete stock of the latest gas ranges, and appliances of every description, while capable assistants are employed

who are thoroughly versed in lighting, heating and power, to personally interview customers, to advise with them in regard to the different kinds of lighting and apparatus best suited to their individual needs.

ELKS LODGE, 42ND WOOD STREE.—This concern is located on East First Street at Union Street, with office phone connection 42. It is the oldest established coal and wood business in New Bern, having been in existence for the past thirty-five years. E. B. Ellis is the proprietor, Wm. Ellis, manager, and has an extensive trade, operating on both the wholesale and retail basis. He employs a number of wagons in the delivery department and maintains orders promptly, handling all kinds of coal and wood, including the very best Scotch pine burning White Ash, Egg, Shave, Chestnut and Putnam Coal; also *Providence* Stearns and *Danville* Lump Coal, all coal received before leaving the coal and weight guaranteed, wood of the best quality of oak and pine, stored in sheds, barns, etc. Wm. Ellis is deeply interested in New Bern, and has been a member of Board of Aldermen for twenty years.

R. C. ROBERTS.—Wholesale Grocer. The name of R. C. Roberts has been permanently associated with the commercial history of New Bern for the past thirty-seven years, his business having been established for this length of time, and was originally located under the name of Roberts Brothers. It is there that the oldest house of the kind in New Bern, and Mr. R. C. Roberts, who has owned the business exclusively for the past fifteen years, has been highly instrumental in the upbuilding of the wholesale commerce of the city. His traveling men visit all the trade throughout Eastern Carolina, and the name of this house stands around its name.



City Hall.



New River Building & Trust Company.

NEW RIVER BUILDING SUPPLY COMPANY.—Overseas Building Material, 17 Overton Street, north from King's university, is worthy of your close passing notice in dignified publication, pertaining to the industry and progress of New River. The company has been in existence the longest time span, and occupies a very extensive building, in fact, it has about the largest sale in the special line in Eastern North Carolina. The company handles all kinds of building materials, including cement, oils, lime, windows, brick, and in fact everything needed for building with the exception of lumber. Mr. Harry L. Wells, treasurer, is the proprietor of the business. He is one of the well known men of affairs of New River, widely and favorably known, and keeps full abreast of the times in his conduct of the business. The business stock is carried in all cases, and orders of any magnitude may be promptly filled.

L. C. RICHY AND COMPANY.—Wholesale Hardware, Drugs and Agricultural Implements. This business has been established since 1870, having been founded by Mr. L. C. Richy. It has grown to be one of the most important industries in Eastern North Carolina. The present owner of the firm was educated the last of February, 1914, when Mr. L. H. Wilson and Mr. T. J. McKinley, Jr., former treasurer, L. R. C. Richy's building is occupied, also an immense warehouse, the location being at No. 70 and 72 Overton Street, with phone No. 71. They operate an immense business in dealing in all kinds of hardware, tools, agricultural implements, capital machinery, steel and iron mills, Machine Equippers, Ontario Mills, and are agents for the International Harvester Company, Buckeye Cultivators, John Deere Plows and other Plows.

BORNE BAKERY.—Bread, Buns, Cakes, and Pies, 10 Middle Street, phone 40, are given in pleasant to those having occasion to visit the neighborhood and most successful home bakery. The business has been established for the past two and one-half years, and is a well and successfully operated by Mrs. E. J. Conway and her associates, Mr. E. H. McLaughlin. They have built up a magnificent trade giving the building facilities all their time and energy, and so great is the business transacted that arrangements are made to an average of ten people. This is a fine and successful bakery, and it is the home of strictly first-grade products, which are made from the purest and best ingredients. Baked goods are made every day, and bread, cake, and the bakery is perfectly modern throughout. To name of the good, pure, cheap and delicious products of this bakery include one of "home, sweet home" bread, cakes, pastries and chocolate just like mother used to make. This business is rapidly growing and a new and modern building is being put up, as well as the addition of automobile delivery service.

BORSON SUPPLY COMPANY.—Everything for the Mill. Among the concerns that are widely known and have done much for the industry and improvement of the new coal fields belong to special about the city's best as a great wholesale and distributing house in the Western Supply Company. This business has now been in successful existence for the past twenty years. They carry extensive stocks and place considerable in heavy goods in the various departments. They also estimate a house in Wilmington, established for the past six years. The business of the company is located in Jacksonville throughout the Carolina. The officers of the company include: Mr. T. L. Howard, president; Mr. A. D. Dunning, vice president; Mr. E. H. McLaughlin, secretary.

STANDARD TALKING COMPANY.—This is comparatively a new enterprise, having only been established since June, 1911. The work, however, has steadily grown ever since beginning and the manager, Mr. W. C. Perry, is well pleased with the great success that he has already achieved and he has bright prospects for an immense spring and summer trade. His representative one of the largest wholesale selling houses of the world, that of Edward E. Strauss and Company of Chicago, and makes orders the same company in price from \$10.00 to \$100.00. A very large list of samples of the very latest records and pictures are carried. Mr. Perry also gives special attention to catalogues, printing and republishing, and this department is particularly clean and modern throughout. The Standard Talking Company is located at the corner of Middle and Royal Streets, with phone number 415, and all orders receive prompt attention. Mr. Perry is a young man and well known in this city.

MERYETTE COMPANY.—Mr. C. T. Meryette is the proprietor of this concern, which he might label the lot of industry. This is located at 26 Overton Street. Mr. Meryette has had several years experience in this industry, in a number of North Carolina and has made New River his home for the past seven years. He is very popular with the trade and friendly people. He has a number of stylish first class sets of building materials, which are kept in the very best of condition, used continuously for the literary business. Steel and all other are provided, prepared. These sets, this firm and available. Mr. Meryette also has special equipment for doing all kinds of automobile repairing. He has made a thorough study of the various makes of automobile bodies and appliances strictly first class work.

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Home of J. A. Jervis.



Earl Frost Street.



Home of E. B. Shaden.



Water-Bucks Hardware Co.

WATER-BUCKS HARDWARE COMPANY

—Nashville and Bristol, New York is noted for the solid character of its development, and occupies the premier position of all the cities in Eastern North Carolina, and of its place in its history has New York shown greater or more substantial progress than in its various cities. An enterprise that has kept well ahead of the rapid expansion of this part of the country is the Water-Bucks Hardware Company, which operates a fine extensive warehouse and retail store throughout the eastern part of the State. The business has been established since the year 1874, having been founded by Mr. J. H. Fuller, who is vice-president of the company, which was incorporated seven years ago. Mr. W. B. Shales is the president and Mr. J. H. Fuller, Jr., is the secretary and treasurer. Their extensive branch business is located in New York and at 101 Middle Street. The stock owned consists of everything in the line of hardware and agricultural implements, paints, oils, tools, etc.

THE ATHENS THEATRE.—Moving Pictures and Vaudeville, H. J. Lusk and H. J. Taylor, Managers and Managers. Both in the history of industry and entertainment the modern theatre is one of the most popular institutions in the world, and this is true of the Athens Theatre. New York has one of the best equipped play houses in the Southern, and ever since it was opened, three years ago,

it has been the center of the best class of pleasure-loving people of the city. The place is surrounded along the most progressive lines, in the building, furnishing, decorating and equipment, no expense was spared, the only thing of the building that is now of value to New York is that it is the most complete theatre in the South. It is the only place in the country, no matter where located, which might be larger than this theatre. The Athens is a perfect gem of a play house, noted in contrast to houses from a social of electric line. It is now placed in a good position, as well as the and audience. Since its opening and it is the only theatre and manager of the New Theatre Opera House, looking legitimate attraction.

J. W. CHILDRICH.—Nashville and Bristol General Hardware, Paint, Glass, Oil and Cement, Agents for American Field Paper and Brown's Palm Leaf and New York. The business has been established for twenty years, which makes it one of the oldest enterprises in New York. Its location is at 101 South First Street. An immense stock is carried and all orders are filled with the best goods at the lowest market quotations. Mr. J. T. Shiple is the active manager of the business, and has been in active charge of the business for upwards of ten years. It may be said that the business is not a new one, but the business is constantly growing, and is becoming known in the South throughout Eastern North Carolina. The theatre has been greatly helped in the advancement of the interests of the house.

A. E. FITZMAN AND SON.—This is a well known firm name, as the business has been conducted since 1888. Mr. A. E. Fitzman is at the head of the concern, holding the official position of secretary, treasurer and manager. The three companies a large business throughout all parts of Eastern North Carolina, and are well known representatives for a large line of well known products. The firm handles extensively all kinds of marine and stationary engines, automobiles and supplies, machine repair and accessories. It is located at the foot of South First Street.

JOHN WITTE AND SON.—Wholesale and Retail Dealers in Hardware and Machinery, Baby Carriages, Cradles, Furniture, etc. This is one of the oldest established business houses in Eastern North Carolina, in fact, it is one of the oldest in the South, having been conducted for forty-four years by Mr. John Witte, Sr., who, Mr. John Witte, Jr., has been associated with the business for ten years, and these gentlemen are familiarly known to the trade, and are giving fine satisfaction to their patrons. Ever since the founding of this house, the management has kept fully abreast of the times, always keeping the latest and newest of the products, and their house today is one of the best stocked to be found anywhere in the South. A magnificent display of fine and machine goods business is carried and this stock may be seen to be fully represented. Mr. John Witte, and his son are clever and accommodating business men and extend every consideration and courtesy to the trade. They are located at 71 South First Street, and have phone numbers 100 and 101.

CRATER FURNACE AND MACHINE COMPANY.—Furniture and Machinery. This modern furnace and machine shop is located near the wharf on South First Street, between Middle and Church Streets, and presents a line of nearly fifty skilled and well paid mechanics. This is one of the most rapidly and successfully industrial concerns in New York, and its influence is being greatly felt in the advancement of its interest of the city. The company has been established since 1878. Mr. W. B. Shales is the president and manager of the business and is a prominent young man, past president of the Chamber of Commerce, and a leading capitalist and business man of this city, in the industry and business. This is a growing and progressive concern.

THE WATER-BUCKS WORKS.—Among the industrial concerns of New York that contribute largely to the importance of the city is the enterprise known as the Water-Bucks Works, located at 101 South Street. Mr. J. H. Fuller is the president. He carries the reputation of being one of the city's oldest established business men, having been established since the year 1874. He operates a large plant and makes a specialty of the manufacture of ladders, as well as all kinds of general repair work, painting and so forth. Mr. Fuller is one of the well known men of affairs of the city, and owns considerable valuable property here.



Water Dock, Port of Middle Street.



Athens Cafe.



Wild Game—Turkey and Duck.

THE STRONG CAFE.—Rafaela Brothers, Proprietors. This cafe occupies a most central location, convenient for the hotel as well as for the traveling public, at 50 Pittsboro Street, near the Old Temple and Athens Theaters. The office has Phone No. 111. Mr. Theo. H. Johnson is the manager of the place and is a possessor of huge experience. The Athens Cafe is beautifully fitted up throughout and enjoys the reputation of being one of the finest places of its kind in Eastern North Carolina. The bill of fare contains everything in season and all foods are delightfully prepared and served. This establishment is high class in every sense of the word, and the Rafala Brothers deserve credit for giving to the city such an ideal and modern place of the kind. While the foods are the purest and best and, besides strictly high class, the prices are/wholesome reasonable. This is a good place in which to make your headquarters when in the city. A specialty is made of the family trade.

NEW BERN BANKING AND TRUST COMPANY.—The department of the city's enterprise and industry finds a more potent factor for development than that afforded by financial institutions of the city, and among these in New Bern, no center fails to occupy a high place in the New Bern Banking and Trust Company, one of the well established, staunch and tried institutions whose upbuilding record is equaled by none. This bank was organized in 1908, having a capital of \$100,000.00 and operating a general banking and trust business, as well as handling savings accounts, 5 per cent. interest being paid. This bank carries on deposit about \$200,000.00 and has total resources of \$300,000.00. This is a splendid showing indeed. The bank is ably managed and conducted along the most modern and conservative lines. The officers of the bank include the following prominent gentlemen: Messrs. James E. Haden, president; William E. Haden, vice-president; T. A. Green, vice-president; W. Oswald Haden, cashier and C. W. Latta, assistant cashier.

CHARLES B. HILL.—This gentleman holds membership in lay and grand and grand and regent lodges of the Middle States. Mr. Hill speaks both a eloquent and vocal features.

and is accustomed to quote the most beautiful student prices in all grade. His business is limited to distribution throughout the larger part of Eastern North Carolina. Mr. Hill has been established in business since 1905, and enjoys the reputation of being a success. Besides his very efficient for creditable in shops, business as general as president of New Bern and within the city (see a large photo). Mr. Hill is United States Commissioner of New Bern, and has served in that capacity for fifteen years.

NEW BERN TRADING AND POWER COMPANY.—This is a newly organized corporation and there is no doubt but that it will prove one of the most substantial industries of New Bern, as the business of the concern will cover all parts of the United States. Their plant is modern in the equipment throughout. Employment is given to some fifty skilled workmen in the various departments. They are exclusive manufacturers of all kinds of high grade wood and goods from gum timber, which is an important product of this section. This is a thoroughly reliable corporation, having for its officers the prominent widely known gentlemen: J. F. Kemp, president; W. B. Dawson, vice-president; G. M. Denton, secretary, and T. A. Green, of the New Bern Banking and Trust Co., treasurer.



New Bern Harbor.



Pullack Store.

SHOES SHEDS. MAKING OFFICE.—This office is located at 27 Wallis Street, and Mr. T. A. Gaudreau is the manager of the business. He has been located in New Bern for the past four years in various changes of office, but has been associated with the Singer Machine Company for the past twelve years. An immense business is transacted from this point, business transacting customers being employed. It is unnecessary for us to state that the Singer Sewing Machine is the world's leader in the sewing machine industry, while the Wheeler and Wilson Sewing Machine, now owned by the Singer Company, has made meritorious business. Mr. Gaudreau is also directing the affairs of the company at this point, and the business is steadily growing.

TILSON AND SMITH.—Charles is and Shippers of Fish and Shell Fish, Seafood and Seafood. This firm is well established and has been in better known in the trade throughout the Northern as well as Southern markets than that of Tilson & Smith. They make a specialty of handling the freshest and highest

quality of all kinds of fish and seafood and make prompt shipments, securing the lowest market price on all orders. Absolute reliability in the workhouse, and in dealing with this concern you will receive of genuine satisfaction. Always. Tilson and Smith are progressive in their dealings and their extensive operations have greatly advanced New Bern as a leading fish and seafood market.

SMALL AND HENDERSON.—Blacksmiths, Carpenters, Painters and Plasterers. The house has been established since April 18th, 1884, and steadily is regarded as one of the substantial and prosperous establishments of New Bern, and the location is at 25 Middle Street in a handsome modern building, and the office has placed convenient. This firm is operating a large business throughout the greater part of Eastern North Carolina. They handle goods of the highest quality and obtain the most favorable prices and have liberal terms and accommodations in order to the trade. The members of the firm are Messrs. S. P. Small and C. E. Henderson, both of whom are young men and have been acquainted with the trade for several years and are well and thoroughly known.

J. GLENN AND COMPANY.—Business for men, women and children. This is one of the city's greatest stores and has been in existence since the year 1897 and was incorporated in October, 1912. The officers of the company are Messrs. J. C. Glenn, president; William Dunn, vice-president, and S. C. Flowers, secretary and treasurer. The location of the store is near the heart of the business district of New Bern, opposite the Post Office, at 25, 27 and 29 Pollack Street. The store at number 29 Pollack Street was recently added, which made a great improvement in the business. The premises now have a frontage of thirty feet and depth of one hundred and thirty-five (135) feet, most of which is two stories high. The store opened consists of a great variety of high class dry goods, shoes, notions, ladies ready-to-wear garments, men's clothing, furnishings, hats, etc. Many clerks are constantly employed in the various departments and the business is conducted according to the most advanced style. The gentlemen at the head of affairs are prominent citizens of New Bern and have at least the best interests of the city.

MRS. H. ELLEN.—Ladies Clothing. Mrs. Ellen conducts one of the city's largest stores located at 25 Middle Street, and offers prices commensurate with the quality of the goods. Her line consists of ladies' ready-to-wear suits, dresses and children's clothing, and a complete line of millinery. She is an excellent dress designer. Her store is one of the interesting sights of New Bern. The store opened consists of one of the most magnificent lines of fashionable goods of the kind anywhere. Mrs. Ellen is very careful in the selection of her stock and has the very latest things to offer to the public. Her garments are among the very best dressed ladies of New Bern and vicinity. Mrs. Ellen has been established in business for the past several years and her trade has greatly increased in volume.

FOUNT LINE MEAT MARKET.—This market has enjoyed the reputation of being one of the leading establishments of its kind in New Bern for more than twenty years. Mr. Edgar Cline is the proprietor, and has been established in the business in the city since 1892. He has built up a big trade and his prominence is among the leading business of New Bern, and vicinity. He handles the very best kinds of all kinds, both fresh and salt, also lard and poultry. He gives the highest quality prices for his goods, and is very careful and conscientious in the conduct of his business. Mr. Cline wants your patronage, and there will be no place and variety restaurants.



J. G. Glenn and Co.



New Bern Garage Co.

NEW BERN GARAGE COMPANY. Incorporated. Automobile Supplies. It is only to be said that the handling and sale of automobiles has become one of the leading industries of New Bern, and a number of well known car companies are engaged in this branch of the leading concerns in this branch at the New Bern Garage Company, Incorporated in August, 1914. The following well known gentlemen are its officers: Mr. Maurice H. Williams, president; Mr. Will H. Williams, vice-president, and Mr. H. P. Williams, secretary. There are located at 301 and 315 of Center Street, where they have a large and modern garage, and one space for the Buick and Hudson Automobiles, Hudsons, Motorcycles and a complete stock of auto tires, as well as gasoline, oil and grease. A specialty in motor car repair work.

B. BREWER. Dealer in Fine Men's of all kinds. Mr. Brewster has been engaged in this business for a lifetime. He specializes in men's and military wear, which is equipped with all necessary accessories for handling goods. All types are kept, from suit and frock and military uniforms in the wardrobe. This is a store is located on the east side of Middle Street, number 45. Mr. Brewster makes a specialty of fine suit and frock, and gives the highest class service for his trade. Mr. Brewster is a progressive citizen of New Bern, and does all he can for the city.

JAMES FOREMAN FLARKE. Mr. Clarke enjoys the distinction of being one of New Bern's oldest and most prominent merchants. He has been established in business since the year 1860, and has occupied the same location there ever since, his store being just across the street from the Middle Street. His store is located, occupied as one of the old commercial landmarks of New Bern. It is headquarters for general merchandise, books, and supplies a specialty. Mr. Clarke is a native of the old historic state of Maryland, Prince Georges County, North Carolina. His father is a great pioneer in New Bern, and does all he can for the city.

B. B. DAWSON. Shoemaker and Retail Dealer. Mr. Dawson is located at 34 Middle Street, and has been successfully conducting his shoe store. He has made New Bern his home, however, for thirty-five years, and was born in Prince Georges County. Mr. Dawson handles all kinds of goods, shoes, boots, all kinds and styles of goods. He has built up an extensive business throughout New Bern and vicinity. Mr. Dawson is a reliable and successful merchant, and is actively engaged in all his dealings. He has the best facilities for operating his business and speaks lowest standard prices on all goods.

T. P. DEPOSE. Wholesale Dealer in Groceries, Ice, Groceries, Food, Groceries, and all supplies. He is located at 24 Middle Street, and has been in the city for 25 years. Mr. T. P. DePose occupies an influential position in the wholesale trade of New Bern, and has been associated with the wholesale trade for the past eight years, and it may be said that no one is better known in the trade than Mr. DePose. He deals in an extensive trade, and is able to supply the most desirable market prices on all goods. Mr. DePose is a native of Thompson County, North Carolina, and has been a resident of New Bern for the past fourteen years.

READY WEAR GARMENT CO. Everything for Ladies. This is one of the city's newest and most magnificent stores. The company was first mercantile (department) and mercantile located at the Police Station. The officers are Messrs. J. J. Brantley, president; Lillian Hopper, vice-president; J. W. Hays, secretary. The store has a depth of 120 feet and is beautifully arranged throughout, stocked with the latest and best goods, including everything in latest ready-to-wear garments. Mr. H. L. Allen is the general manager of the business. He is a gentleman of long experience in this branch of trade and comes to New Bern from England, Va. It may be said that the Ready Wear Garment Company occupies an extensive field and serves for the high class trade.

THE PAPEROLITE COMPANY. Manufacturers of the delicious and tasteful drink known as "Paperolite." There are many few concerns here in New Bern that have developed such enterprise and such useful ability in their several lines of industry as to have made themselves established all over the United States, and at the same time help to elevate the city as a great manufacturing and distributing center in a manner that would otherwise have been impossible. The Paperolite Company has done much, and not more than any other half dozen concerns in the city, to spread the name and fame of New Bern abroad as a progressive modern city. The demand for this popular drink of Paperolite is growing, and the trade largely expands every year as new territory is being opened up. This is an enterprise of which the whole city of New Bern is proud, because, as the home office and manufacturing plant is located here. Many branch plants are operated in leading cities throughout many States. The officers include Messrs. C. B. Brantley, president; A. D. Hays, vice-president, and E. F. Hays, secretary. Mr. C. B. Brantley is president of the Brantley Long Companies, operating one of the leading stores in New Bern, one of which is the store on the corner, and there is no superior in the entire South.



Ready Wear Garment Co.



Automobile Garage.



Lewis & Lewis.

CARROLL GARAGE.—Automobile. Repairs and accessories of all kinds. Repair Work a specialty. This is one of the largest and most notable automobile garages in this part of the State. The garage is thoroughly modern in every sense of the word, strictly for profit and equipped with the best machinery in the repair department, and a number of highly skilled men are employed in the various departments. Mr. Harold J. Washburn recently became the proprietor of the business. He is one of New York State's authorized men years of experience in the handling of automobiles. There is no doubt but that he will make this automobile garage a great success in this city by the adoption of modern methods and in providing the best service. He handles all kinds of automobile supplies and does expert repairing. This is also the headquarters for the agency of the Cadillac and Overland cars.

LEWIS AND LEWIS.—Grocers, 324½ Middle and Ninth Streets, New York. This house is located in the very heart of the business district of New York on one of the most prominent corners, Middle and Ninth Streets. The business has been successfully established for twenty-two years and has steadily grown from the beginning down to the present time. An immense stock is carried and the business is

both wholesale and retail. A large territory being handling, 50 to 70 feet in dimensions, is occupied by them. There is a genuine satisfaction in dealing with this firm, the members of which are Messrs. W. J. Lewis and W. A. Lewis, both being thoroughly honest and conduct their business according to modern ideas and manifest a deep interest in regards the progress of New York.

F. L. SPENCER.—Deals in Corn, Hay, Cattle, Hens, Hens and all kinds of Stock, High Grade Corn Meal, Feed, Wheat and Feed Rye, and has also built for sale. Mr. Spencer is located at 107 Middle Street and has been established for twenty-three years. He is formerly a successful farmer throughout adjoining counties. He handles the very best selection of goods in his line and is prepared to fill orders of any size promptly at the most favorable market prices. Mr. Spencer is deeply interested in New York and popular with the general public.

NEW YORK RAIL, GRAIN AND FUEL COMPANY.—Has Warehouse, Bay, Grain, Fuel and Shipping Agency. This enterprise has been established since December 1st, 1911, and the location is at 14 Middle Street. The company is operating a business throughout the greater part of Eastern North Carolina, and the house is fully equipped in one of the permanent and well-known houses in the business district of New York. The company's history of capital and is operating the business in an extensive scale. No order is too large for this concern to handle successfully. The officers are the E. M. Lupton, president, J. Hamilton, vice president, and C. A. Lupton, secretary and treasurer. Mr. E. M. Lupton is also engaged in the forwarding and distributing business, dealing largely in hay, grain and produce, with other additional lines in which are local and long distance phone number 761.



Attractive View of and near New York, by Mr. H. H. Wood.



National Bank of New Bern.

THE NATIONAL BANK OF NEW BERN.

—The commercial and industrial development of the city of New Bern is greatly aided and encouraged by the strong financial institutions of which the National Bank of New Bern is an excellent example. This bank has been established there 1861 and has long been one of the strongest financial institutions in the South, and has earned and received the confidence and unqualified approval of a large number of prominent business and professional men and manufacturing institutions of the city. The

bank has a capital stock of \$1,000,000, deposits of nearly \$100,000,000 and total resources of more than \$100,000,000. A general banking business is transacted along the most conservative lines, while many courtesy and accommodations are extended to customers consistently with safety. The officers of the bank are Messrs. James A. Bryan, president; John Dunn, vice-president; C. H. Roberts, cashier; W. W. Carlin, assistant cashier; Directors: John A. Bryan, John Dunn, E. K. Bailey, C. H. Matthews, J. E. Ward, J. A. Jones, E. C. Hyman, C. H. Roberts.

EDWARDS CLARK.—Chair, Tobacco and Commercials and Trade Union. It gives to persons in these prominent positions of the high class and leading enterprise. It is located a prominent site inside the hotel popular close to New Bern, occupying a prime corner on the E. E. through in the very heart of the business district. The main premises were being constructed and have been approximately established for the past six years. The equipment of the store is throughout throughout, while the goods are constantly in receipt for immediately in store to headquarters for the best class of trade in New Bern and the entrance is very large. My Edward Clark is one of the city's most of affairs and never have an opportunity to spend a good week for New Bern.

WILCOX GUNPOWDER COMPANY, Inc.—Headquarters in Gunpowder, 11 Broad Street. In every instance would realize the importance of maintaining a high class enterprise, such as the Wilcox Gunpowder Company, New Bern would indeed be a city of most modern business establishments. The Wilcox Gunpowder Company has one of the finest equipments in the State. The store is beautifully equipped throughout, has steel bars, and all the latest goods and value deliveries are kept in place glass show cases and wall cabinets, which can be seen there. In the same business is transacted and the company maintains these buildings, number 102, 275

and 103, W. W. Works by the Secretary and Treasurer of the business, and is in active charge of the affairs. Prompt deliveries are made both by automobile and express. The business has been established for the past six and one-half years, and the stock is rapidly expanding. The other officers of the company are Messrs. W. J. McFarland, president; W. C. McLeod, general manager and Mr. Thomas Hannon.

BURTON AND PARKER, Inc.—The first business bank for the development of the city's interest, through to the first operation a large business throughout all parts of the United States, distributing new goods and very little for the market. They have a large business with the trading and houses throughout the North, West and South. Locally this firm makes a specialty of handling hard, low prices, low and modern appliances, such as the latest, new, low and high. The business is located at 21 Middle Street, and has phone number 124. The business has been established for several of thirty years and was formerly known as Burton and Company, and was incorporated under this name on May 1, 1904. The officers are Messrs. M. E. Burton, president, and Mr. T. F. Parker, vice-president, and Mr. J. H. Parker, secretary-treasurer and general manager.



Popular Sports—Boating and Fishing Near New Bern.



Grand Street.



South Front Street.

J. R. WILHE.—This gentleman is a wholesale and retail dealer in all fine garments, garments, ladies' goods, etc. He is one of the oldest established merchants in New York, having been established for nearly eight years. He is located at 28 Middle Street, and has phone number 277. Mr. Wilhe is noted in the purchase of the trade and handles high class goods only which he sells at reasonable prices. He has a large stock of garments and ladies' goods. Mr. Wilhe also buys and sells in Queens County and is a gentleman of excellent standing.

NEW HORN FURNITURE COMPANY.—These Furniture. This influential house has been established for ten years. The men, who have under charge of the business are Messrs. C. H. Boyd and W. H. Mulford. These gentlemen are thoroughly experienced in the furniture trade and are making their house a suc-

cess. The New Horn Furniture Company supplies what is known as "The New York Prices." Its location is at 28 Middle Street, and has phone number 277. The stock carried consists of the best goods, including the best and modern grade furniture, both for the home and office and the best terms and inducements are offered to the trade.

J. R. WILHE.—This gentleman is a dealer in all goods, clothing, ladies' shoes, hats and caps, ladies' and men's clothing, goods of all kinds. He has been established for nearly eight years and has built up a good trade. A large stock is carried. Mr. Wilhe is a young merchant thoroughly well known throughout New York and vicinity. He is very clever and continues in the business and expects the success of all his customers and has built up a fine trade. Mr. Wilhe is a fine man, and does all he can for the good of the community.

R. MARRAS COMPANY.—Wholesale dealer in fruits and produce, condiments, canned vegetables, strawberries and canned fruits. The location of this house is at 28 Middle Street. Mr. Marras is in the grocery and meat, and has been in the business in September, 1912. Mr. Marras is a young man, having been born and raised in New York, and is popular with the general public. He is meeting with fine success in the market of his business and his trade is growing daily. His trade consists of customers in all of the Northern states and families depending on them. He has phone number 277 and gives prompt attention to the filling of orders.

THE HUNG HUN CAFE.—No. 11 Middle Street. This cafe has been established since 1906 and has been a fine success since the beginning down to the present time. It is located in the very heart of New York at 11 Middle Street, and has phone number 277. The only house serving since 1906. It is a very fine place, and the proprietors are ever so accommodating, while the waiters are courteous in their attention to guests. Special attention is given to serving up all liquors. Liquors are not sold in houses. The food is fine, consisting of meats, and the wine list food is served at reasonable prices. Mr. Victor Bandolin is the manager of this place in New York. They also operate a hotel and cafe in Norfolk, Va., under the management of Mr. John Bandolin. His location and other the people of New York city. Naturally they are desired to make the Bandolin Hotel and Cafe their headquarters at 704 and 710 Second Street. Every morning is spent in guests, while waitresses (ladies and excellent accommodations are provided.



Hung Hun Cafe.



R. Marras & Co.



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Abstract

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COPYRIGHTED COMMENT. In Mid-Atlantic theory, This prospectus of this company in (M. J. E. Dappo, who has owned the business since September, 1977. This is a very old established house and really seems the best one engaged in this trade in Eastern North Carolina. An immense stock to select, consisting of leading makes of motorcycles, bicycles, tires and general supplies. Special attention is given to servicing of all kinds. The equipment is modern throughout. Mr. Dappo, is one of the popular and progressive men of New Bern, and we think that of a lot better for the guest to visit.

T. F. McMAHUR AND SON, *Hardware and General Contractors*, 1201 Broadway, This is a very modern and progressive house. It is located at the corner of Queens and Pollock Streets, and fronts onto the leading commercial houses in this State. The business has been established for many years and the individual members of the firm are Mr. T. F. McMahon and Son, J. J. McMahon, Mr. T. F. McMahon's sons (the firm is now and was then) the business is located in the city of New York. It is a member of the New York Hardware Association and has been a member of the New York Hardware Association for many years. These gentlemen are thoroughly conversant in their dealings and have built up an immense business through legitimate dealings. They work completely everything in the line of dry goods, notions, shoes, furnishings, groceries of all kinds, meat and poultry, canned and fresh goods and everything in the line of general

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Abstract

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First Presbyterian Church.

M. W. FURBER.—Real Estate Agent and Broker. The Real Estate and Insurance Building, 100 South Third Street. Mr. M. W. Furber, who has made New York his home for ten years and has quite a long record as one of the city's leading merchants, has lately been turned his attention largely to the handling of real estate. He handles all classes of property and suburban property as well as houses and business lands and has many very attractive opportunities to offer in this line. As a successful broker, he represents a number of strong manufacturing and mercantile concerns. His general office is located at his home, Fifth Street. His Real Estate Trust Office is a good feature, and the street office an opportunity to speak a good word for the city.

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J. C. SMITH.—This gentleman is a dealer in general merchandise and handles high class grocery, tea and coffee, canned and bottled goods, confectionery, fruit, and so on. He is located at 224 Fifth Street, and has occupied the premises located for the past several years. He has been in business, however, for six years, and is thoroughly well known in the trade. He has a good stock, sells at reasonable prices and generally looks after the interests of the business, which is a genuine twelve year old institution.

J. M. HARRISON.—Dealer in General Merchandise, Groceries, Dry Goods and Light Hardware, New, Cheap and First Quality. Mr. Harrison is one of New York's most prominent and progressive merchants. He has been established since 1858, and maintained the business since for nearly sixteen years of age. It may be said that he has one of the largest stores in New York, and he operates six both wholesale and retail trade. He occupies a large convenient building and keeps several delivery wagons busy delivering orders. A very large and successful business is carried on and the place which prevails on reasonable.

J. A. SMITH.—First Market. Mr. Smith recently started this market, where his complete egg, located at 150 South Third Street. His store is a place of many years experience in the handling of meats, having been established by his father (the senior partner) of his life. He does his own killing and keeps the highest market prices for his goods. He handles all kinds of the choicest of fresh meats, high grade sausage and everything usually found in first class markets. His prices are reasonable and satisfaction guaranteed.

A. N. CHAMBERLAIN.—Tailoring. This gentleman is located at No. 411 Broadway Street, with phone number 4710. He is well known to the trade of this city, having been established in business since July, 1878, and has resided in New York for the past twenty years. He does high class tailoring, takes orders of suits, representing the Golden Rule Tailoring Company of Chicago, which is one of the largest and most successful tailoring firms in the United States, and handles all the goods and quality fully guaranteed. He gives special attention to cleaning and repairing of all kinds.

WILLIAM M. HARRINGTON.—High Grade Millinery. Miss Harrington recently is one of the high grade millinery class, located at 101 Middle Street. She is thoroughly experienced in the millinery and dress making business, and the selection of her stock. She keeps several high grade suits to the great millinery markets of New York, Baltimore, Philadelphia, etc., and carries a very large stock of the latest styles in millinery. She keeps fully up-to-date in her methods and styles, and is looking to the future of New York and Paris. She uses the latest light hair in New York in the pattern of Miss Harrington. She takes on reasonable and low postage rates from the best trade.

JOE E. WILSON AND COMPANY.—Framed Pictures and Engravings, also Dealers in Miscellaneous Goods, Cigars and Light Printing and Stationery Work Generally. This combination business has been established at 10 and 12 Royal Street, with telephone connection at 1075. Mr. Joe E. Wilson, who is proprietor of the business, has been established as a successful dealer since 1860, and has had successful many years of previous experience. As a business combination business, he has been established for the past twenty years, and enjoys an international reputation. Mr. Wilson is one of the well known men of New York and has of course the best interests of the city.

WILLIAM HOTEL.—This is one of the most distinguished hotels of New York and is located in the high class business district, although it is most convenient, situated on Broadway. It is business section of the city. It provides a very attractive and pleasing appearance. The hotel stands in beautifully finished throughout with the finest of facilities and has all modern conveniences. It is a delightful place of which to make your headquarters when in the city. The restaurant is one of the best of the thriving public. There are very reasonable, considering the high class of service and general maintenance. Mrs. J. E. Wilson is the proprietress.

A. E. HERRARD, Jeweler.—No. 114 North Street, located on N. 114 Middle Street. He is situated among the city's leading jewelry and is a highly skilled craftsman, having had more than twenty years practical experience. He makes a specialty of high class repairing and personally looks after the management of his business and being conversant in the line of high class watches, fashionable jewelry, sterling silver ware, diamonds and other gemstones. The business is in an old and substantial frame and steadily increasing. Mr. Herrard's weekly hours throughout the city and vicinity and has many regular patrons.

E. C. THOMAS.—Fruit, Produce, Children and Paper. This is a well established and progressive business, the business having been in operation for the past ten years. A large trade is engaged and the business is operated on both a wholesale and retail basis. The location of the house is at 24 Royal Street, with telephone connection at 1770. Mr. Thomas operates on a large scale and is prepared to fill orders of any size with the best quality of the most favorable market prices. Mr. Thomas is a recent graduate of excellent standing.



Catholic Church.



Figure 1

V. G. KERNER.—*Minerals in an Ideal Future Economy.* The theme of V. G. Kerner's article has all the hallmarks of being good and desirable in the line of his program. The author has centered on one of the three existing economic models identified with the topic of food supplies and has given two points that have resonance in literature. In agriculture, one of the city's major sources of employment and income, as well as the source of Russia's grain and oil, and vegetable supplies, 100 and 900. An economic system is suggested: a number of fields being employed, while two communities are kept busy making deliveries throughout the city. The business of this system is presented as a modern and convenient facility and the perspective is given of the future of the city, where food, from the mountains

W. H. DUFFY.—Owner. My office is located at 24 George Street, corner of King Street. We have been established as auctioneers for some years and have built up a good trade, which is steadily increasing. My office is one of the leading of the city, and we make New York the business place for the United States. We have a large stock of goods, and we are well known throughout the North of the Atlantic Sea Coast. We are preparing a good price and will satisfy them that made us successful sales.

[illegible][illegible]

A. E. FILL.—Hired Manure and Insecticide, 705 N. Riverside Street, Mo. FILL deals in all kinds of oils and kerosene, property, insurance and transportation, as well as savings. At the present, he is devoting much of his time looking to the improvement of the tobacco industry of this section and has asked considerable savings tobacco growers, which is to be seen stated in Figure 1, FILL, and located at the corner of Franklin, Franklin and Grand Streets. It will be a brick construction and will be finished in about 1911.

[illegible]

4. A. HENNINGSEN.—This gentleman is a dealer in gemstones, furs and soft goods, carpets, stoves, various goods, radios, trunks, chains, jewelry, etc., from country peddlers, small stores and importations of all kinds. He is located at 179 North West Street, where he has been for two years, but has been established for one year in the city in business, and was formerly of 183 Chicago Street. He has phone No. 122 and gives his personal attention to the sale of all his goods.

[illegible][illegible]



Trinity Methodist Church.

NEWMAN'S TRAINING PARLOR.

The property of this business is operating two large establishments located in the cities of Washington and New York. The New York branch is well established and located at 57 Middle Street, in the very heart of the business district of the city. The place is renowned in the apartment throughout and holds a position of leadership in this trade in New York. They do extensive cleaning by the vacuum as well as French and waxing and some painting by contract. Mr. E. J. Newman is the manager of the business at this point, and also directs affairs. An extensive business is transacted and the patronage comes from the best people of the city.

NAM LIPMAN.—The name of Nam Lipman is widely known throughout New York and Canada, for this gentleman has been closely associated with the trade in this city for the past twenty-five years. He deals very extensively in the goods, various clothing, hats, caps, trunks and valises. He operates two large stores, one of which is located at the Broadway Street, corner of South Street. This store has been an successful business so long that it is regarded as one of the old established business of the city. He deals mostly in clothing at 54 Middle Street, and has large stockrooms there. Joseph Thomas, and his wife, Elizabeth Thomas, own and manage by his son, Mr. Henry Lipman.

Four Times Square



Greek Synagogue.

H. J. PERRY.—This is quite an old established store and progressive store, located at 100 Broadway Street, with phone connection 102. Since the death of her husband, two years ago, Mrs. H. J. Perry has continued the business as sole proprietress under the able management of Mr. A. Baker, who has been in active charge of

the affairs for the past three years. Mr. Baker is a young man, a native of this city, and popular manager of the business. He is careful and conscientious in his dealings, and conducts every business in the trade. He is a capital buyer, and delivers strictly first class goods, including all kinds of staple and fancy groceries.



Episcopal Church.

MRS. J. H. BABCOX.—Progressive. This lady is operating a very complete store, handling all kinds of high grade and low grade and dry goods, notions and clothing, and deals and clothing, who claim to usually found in stores. In three main stores of this character. The first store is well established and the location is on South First Street, having phone number 17. Mrs. Babcox is also located in the market of the business, for her store, which is always to be found in change, ready to supply the trade and selling a personal interest in customers. If the prices are reasonable and every satisfaction is given you in dealing at this store.

BENJAMIN WOOD COOL.—Cool Brothers and Sub-Agents for the Standard Oil Company, 30 Nassau Street. Occupied by the manager of the food goods of food, one of the most prominent firms in that of Washington and City, occupying extensive yards at 30 Nassau Street. A very large supply of food is handled and a number of agents are assigned in the delivery department. Mr. J. T. Hollister is the proprietor of the business. He is a practical and well known expert and good judgment and finally nothing but the very best quality of food. He gives prompt attention to the filling of orders and operates the most favorable market prices.



Christian Reformed.