

# Jenkins Company Started In Aulander Livery Stable Shed

## Organization Now Includes Five Agencies, 119 Employees

From a humble beginning in a livery stable shed in Aulander to the largest group of automobile agents in Eastern North Carolina is the record of Charles H. Jenkins and his associates.

The Aulander company was organized 40 years ago this month in the small Bertie County community and has now grown to include agencies in five cities in Eastern North Carolina. There are agencies in Ahoskie, Williamston, Eden and Windsor and Aulander.

The company was founded in August, 1912 by Charles H. Jenkins and offices were established in a shed at the side of a livery stable. The charter staff of the company, in addition to the founder, included two mechanics, Wayland L. Jenkins and Eddie Ward. The trio sold one auto during the first year of operation.

Since its founding the organization has expanded to five agencies and 119 employees and occupies handsome structures in each town of its operation.

The Aulander agency is housed in a modern brick stucco building fronting 125 feet on Commerce street with spacious show rooms for the display of General Motor cars. Directly opposite the building is the firm's concrete used car lot.

A series of moves, however, was in order before the company obtained its present headquarters.

Charles H. Jenkins and Co., after three years in the livery stable shed, moved its offices to the Bell and Howard building at the corner of Commerce and Canal streets where it expanded its sales and service business. The move to the Bell and Howard building more than doubled the space the company had previously occupied. However, within eight years the company had outgrown its quarters and additional space was needed.

To meet this demand, the company began construction on a new building in the fall of 1923. The new plant, which was 65 by 100 feet gave the company additional facilities to meet the demand for increased sales and service. The building was furnished with all of the modern equipment and conveniences of its time.

The company occupied this building until it was destroyed by fire in June, 1938. Damages from the fire were estimated at \$75,000 but before the ashes had cooled, plans were made to rebuild and resume operation. The present building was completed on the same site as the burned building in the fall of the same year, and now houses a modern show room and repair shop.

Charles H. Jenkins kept abreast of the growth of the automobile industry in the nation, and in 1928 began to add additional agencies in the surrounding territory. His first move was in Ahoskie where he opened the Standard Chevrolet Co. in 1928.

That same year he organized the Marsh Chevrolet Co. to operate in Aulander.

The depression halted the expansion temporarily but when the nation began to recover from the days of unemployment, the Jenkins company picked up where it had left off and the agency in Edenton was established in 1933. The following year the company established a sub-agency in Ahoskie and it was operated as such until 1947 when it became an independent agency.

In 1938, Charles H. Jenkins & Co. of Williamston was organized and within a few months a modern building was built on U. S. 17 and enlarged in 1945 to provide a frontage of 115 feet. It is now equipped with the most modern garage equipment. In Williamston also is the Jenkins Equipment Co.

The latest of the agencies is the Charles H. Jenkins and Co. of Windsor. It was opened in 1950.

Along with expansion in auto sales, the company also has expanded its various departments of service. When the company was founded, two mechanics handled all the work in repairing and servicing cars. Now the combined dealerships have more than 70 factory trained mechanics.

Each agency maintains a fender and body repair shop, a service department, wrecking department, parts and merchandising, reconditioning department and sales department.

## Jenkins Facts And Figures

Here are some interesting facts and figures about the agencies of Charles H. Jenkins and Co.:

The total payroll for all employees of all agencies in 1951 was \$425,366.83.

In 1951, the agencies sold a total of 2,555 new and used automobiles.

The Jenkins agencies use 130,939 square feet of space in their operations. Of this, 82,719 square feet are used in buildings and 48,220 square feet in open lots.

The agencies repaired or serviced a total of 22,227 cars during the year. This is an average of 75 cars per working day or one every eight minutes.

Total parts and accessories sold during the year was \$363,456.26.

The Aulander agency holds the record for fast sales. In 1941, the agency sold 91 cars in 90 working hours.

## Party Given On Firm's 25th Anniversary

Fifteen years ago, the Charles H. Jenkins and Company celebrated its Silver Anniversary in the automobile business by throwing a party to which the public was invited.

Hundreds of persons from the Roanoke-Chowan area attended the big celebration which was held in Aulander in August 1937. The company spent weeks planning on how to entertain what is reported to be the largest group ever to assemble in the town of Aulander.

The program of entertainment for the celebration was elaborate with parades, refreshments, a baseball game, dance and short talks. The party started at 11 a. m. August 20, 1937 with the Ahoskie high school band leading a parade of floats which featured all the makes of cars sold by the company and its affiliated dealerships.

After the parade, short talks were given by Carl Goerch, radio commentator and magazine editor and D. C. Barnes, road commissioner. Following the speeches, a lunch was served those attending the party.

A baseball game between Aulander and Perrytown featured the afternoon celebration.

The streets in front of the Charles H. Jenkins and Company's building was roped off that night for a dance. The music for the merry-making was furnished by a ten piece orchestra. The big celebration was concluded at midnight with the ending of the dance.

## Insurance Co. Run By General Motors

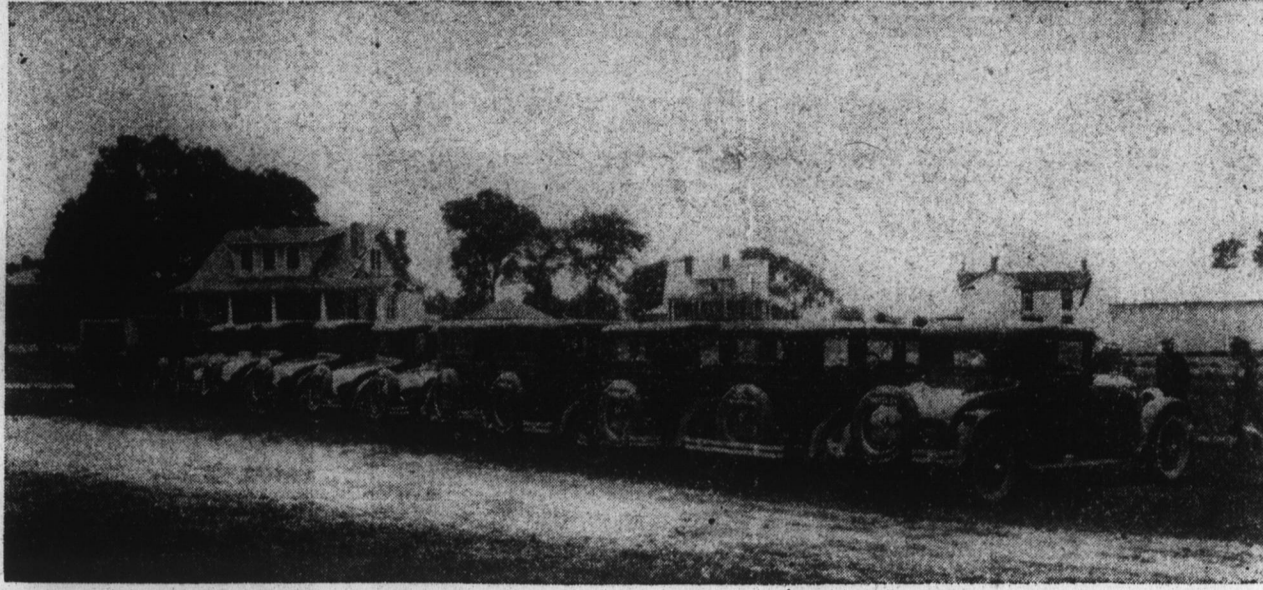
The Motors Insurance Company was organized by General Motors in 1925 as the General Exchange Insurance Corporation, to write the insurance covering products whose sales were financed by General Motors Acceptance Corporation.

In the early days of the Acceptance Corporation the installment buyers had not been required to carry insurance. However, with the expanding use of motor vehicles, insurance became necessary.

Fire and theft insurance was originally provided, but in 1930, the corporation inaugurated a car-financing insurance contract which offered collision coverage.

### PEAK PAYROLL

General Motors employees reached its all time peak in 1944 when 465,617 persons were on the payroll.



VINTAGE OF 1925—Back in 1925, these automobiles were the very latest in mechanized transportation. The picture was taken at Seaboard, N. C., where the sale of the automobile was handled by Charles H. Jenkins and Co.



JENKINS CLUBHOUSE—This is the Jenkins Clubhouse used by the firm and its employees for dinner meetings and other outings. It also is available to civic organizations. Built in 1939, it is located three miles from Aulander on the Rich Square highway.

LATEST AND GREATEST OF A FAMOUS LINE

NEW OLDSMOBILE SUPER

# SALUTES

# CHAS. H. JENKINS & CO.

ON ITS

# FORTIETH ANNIVERSARY



AFTER THE FIRE—This is an inside scene of the Charles H. Jenkins and Co. building in Aulander after it was destroyed by fire in 1923.