

# From A Piano Crate To A Retail Chain

To have a better understanding of the Rose Corporation and its growth, one must first know about the solid foundation this company was built on. This foundation was started by the late Paul H. Rose. If anyone was ever destined to become a merchant, it was Paul H. Rose. During his boyhood days in Jackson and Seaboard, North Carolina, he cut lightwood splinters, bundled, and sold them. His mother also contributed by baking cookies for him to sell. Having proven to be a successful businessman, Mr. Rose, at the formal age of twelve, acquired his first store. The store was a large piano crate which was placed in a doctor's office at the close of each day's business. One of the specialties offered at the store was a drink made of vinegar and soda.

Mr. Paul Rose had become a well known retailer in the community by the time he was a teenager. It was during this period of his life when he started a mail order business by advertising in the Home Folks Magazine. This venture was successful in the beginning; however, it later failed

because of a hair straightener he advertised. It seems this product straightened the hair; however, it first removed the hair from the head. A Federal Food and Drug agent paid Mr. Rose a visit and his mail order business was dissolved.

Not many people of this time were interested in education since the opportunities were limited. Mr. Rose; however, attended business school in Norfolk, Virginia and learned to be a stenographer.

After his schooling, Mr. Rose opened his first real store in Littleton. His capital was very limited; yet, he did have a store which was a great improvement over a piano crate. He ordered empty shoe boxes to help fill the space on the shelves. He would buy remnants of material and wrap it around a piece of cardboard to give the appearance of a full bolt of cloth.

Mr. P. H. Rose proved to be a great sales promoter by staging a popular girl contest to feature candy in his Littleton store. Votes were placed on the basis of the amount of candy one bought. He sold more candy than Littleton

had ever seen. This attracted the attention of the candy manufacturer, who called him to New York and gave him all the southeastern states including Texas in which to sell their line.

As a candy salesman, Mr. Rose soon established quite a record. He found he had a considerable amount of time between trains, so he visited local variety stores and discussed merchandising problems with the managers. He analyzed these problems and soon organized merchants of different towns into a wholesale buyer's association in order to buy merchandise at cheaper rates.

Being the head of a buyers group and having the store in Littleton to run, required almost twenty-four hours a day. Mr. Rose finally decided to abandon the buying organization and to open a chain of his own. He and two other men formed a partnership known as the United 5 and 10 Cent Stores and opened a unit in Charlotte and Henderson. One of the partners failed to pay his share; therefore, the young, struggling business did not have

sufficient capital to survive. Mr. Rose found himself financially embarrassed, and his business reputation was at stake. He borrowed \$500.00, bought the Henderson unit, and took over the management. Merchandise was purchased for the store on a C. O. D. basis and would stay at the railroad station until enough money could be accumulated to pay the bill.

The Henderson store was a success from the very start in 1915 when Mr. Rose took over. By 1916 another store was opened in Oxford. In 1917, store number three at Louisburg and store number four at Roxboro were opened. By 1920 there were seven stores with net assets of \$30,000. By the end of 1925, ten years after starting, the stores numbered twenty-six.

In May, 1927, the Rose Company was incorporated and offered to the public both common and cumulative preferred stock. In 1935, the preferred stock was called and since that time only common stock has been offered. The results of the 1927 incorporation was \$110,000 additional working capital which was used for expansion.

The Rose Corporation had grown to forty-five stores by 1929, and sales had reached well over a million and a quarter dollars per year. The P. H. Rose Building was constructed in 1929 to house the offices of the corporation. By the end of 1934, there were seventy-three stores in operation, and sales had reached three and a half million dollars per year.

The Great Depression hit the country during the early 1930's, and most merchantile establishments considered themselves lucky to be in business. Rose's; however, showed a steady increase in sales and expansion. During 1935, fourteen new stores

were opened, and the first company warehouse, 100 x 200 feet was built in Henderson. The warehouse became known as Rose Merchandise Company. At the end of 1935, the company had in operation 87 stores in five states. Sales that year exceeded four and a third million dollars. By the end of 1943, there were 122 stores with assets of \$2,600,000. The authorized capital of the corporation was increased to \$2,500,000.00 in 1944, and two years later a buying office was opened in New York.

Mr. P. H. Rose found that he had worked himself out of a job by 1941. Every time he started to do something around the home office, he

found someone else was already doing it. He soon retired and spent most of his time fishing at Norfolk, Virginia. Mr. Rose was not satisfied with this semi-active life and soon organized himself a new corporation, "The Paul H. Rose Corporation," general offices located in Norfolk. This corporation has grown to be one of Norfolk's greatest businesses. At first there were only a few buildings on Twenty First Street; however, in 1952, the Center Shops at Wards Corner were opened and with it, the first escalator in Norfolk. These shops feature everything for home and family. The P. H. R. Corporation also operates five PHR Youngland Shops in

Norfolk, Portsmouth, Newport News, and Richmond. In 1962, the Rose Corporation purchased the P. H. R. Corporation and has built new stores in Winston-Salem, Greensboro and Gastonia.

## Navy Tests Warhead

Cape Kennedy -- The Navy recently made the ninth test flight of its multiwarhead Poseidon missile. It was reported the launching was successful by hitting its target several hundred miles away.

## Alcohol Addiction

Salt Lake City -- Mrs. Marty Mann of New York, founder of the National Council on Alcoholism, reports that of the 90 million people in the United States who drink, 6.5 million are alcoholics. Mrs. Mann stressed the need to discover the cause of alcoholism.

A good neighbor knows how to live and let other people alone.

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 EARLY IN THE WEEK SPECIALS  
 PEPSIS 2 16 Oz. ctns. **79¢** 3 10 Oz. ctnr. **\$1**  
 CRISCO (with food order) 3 Lb. Can **69¢**  
 DAILY BREAD  
 FLOUR 25 Lbs. **1.99**  
 DEAN FARMS GRADE A SMALL  
 EGGS 4 Doz. **1.00**  
 IGA Plastic Bot.  
 MILK 1/2 gal. **59¢** 1 gal. **1.19**  
 SAVE YOUR TAPE GAME  
 LUCKY TAPE WORTH **\$25.00** THIS WEEK

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ENTIRE STOCK LADIES  
**SPORTSWEAR**  
 REDUCED UP TO **50%**

15 LADIES BRAS  
 VALUES TO 2.00 Now **50¢**

ONE GROUP BOYS' BERMUDA SHORTS  
 VALUES TO 4.00 Now **69¢**

ONE TABLE LADIES TENNIS SHOES  
 VALUES TO 3.99 Now **69¢**

ONE GROUP BOYS' SPORT SHIRTS  
 VALUES TO 3.00 Now **59¢**

ONE GRAB TABLE  
 VALUES TO 2.99 Now **39¢**

ENTIRE STOCK LADIES SUMMER  
**DRESSES**  
 REDUCED UP TO **50%**



ONE TABLE BOYS' JEANS  
 VALUES TO 3.00 Now **\$1.00**

ONE GRAB TABLE CHILDREN WEAR **59¢**

ONE TABLE LADIES SHOES  
 VALUES TO 7.99 **59¢** Now

46 PAIR MEN'S **DRESS SHOES**  
 VALUES TO \$10.00  
 Now **\$1.00**

ONE TABLE BOYS' DRESS SHOES  
 VALUES TO 6.99 Now **\$1.00**

ONE GROUP MEN'S BERMUDA SHORTS  
 VALUES TO 4.00 Now **59¢**

7 MEN'S SPORT COATS  
 VALUES TO 25.00 Now **5.00**

ONE GROUP BOYS' SPORT SHIRTS  
 SIZES 8 - 20  
 VALUES TO 3.00 Now **89¢**

ONE TABLE BOYS' UNDERWEAR  
 SHORTS & VEST  
 VALUES TO 79¢ each  
 Now **25¢** each

ONE RACK BOYS' SUITS  
**1/2** Price

ONE GROUP **MEN'S PANTS**  
 VALUES TO 10.00  
 Now **\$1.00**

ONE GROUP **MEN'S SUITS**  
 REDUCED UP TO **1/2** price

ONE TABLE MEN'S **SPORT SHIRTS**  
 VALUES TO 4.00  
 Now **\$1.00**

ONE GROUP **MEN'S SWIM SUITS**  
 VALUES TO 5.00 Now **39¢**

ONE TABLE MEN'S & WOMEN'S WORK STRAW HATS  
 VALUES TO 1.00 Now **15¢**

ONE GROUP MEN'S **SPORT COATS**  
 Reduced UP TO **1/2** PRICE