

# THE CHOWAN HERALD

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## Byrum's Observe Open House Nov. 27 - 28

### Organized In 1914, Byrum's Has Enjoyed Phenomenal Growth

Concern Very Appreciative For Patronage Over the Years

#### THREE BUSINESSES

T. C. Byrum Purchased Suffolk Store In July, 1943

BYRUM HARDWARE COMPANY was organized and began operations almost forty years ago. Established in 1914 by G. W. Goodwin and T. C. Byrum, it began business under the name of Goodwin & Byrum Hardware Company. The location at that time was the building now occupied by Sanitary Cleaners and Forehand Jewelers. One year later, reorganization of the business took place, and the name changed to Byrum Brothers Hardware Company, with T. C. Byrum and J. Carroll Byrum as owners.

In 1917 operations of the company were suspended due to T. C. Byrum enlisting in the army and serving some two years with overseas duty. In 1919, upon the return of T. C. Byrum from the armed forces, Byrum Brothers Hardware Company re-opened at its present location with T. C. Byrum and George P. Byrum, owners. The business continued to operate as a partnership until 1947, when T. C. Byrum became sole owner and operator of the company.

Very few businesses in our area can compare with the development and expansion that has taken place in Byrum Hardware Company over the past quarter century. The Company began operations employing only two people. Today, with two other companies which grew out of Byrum Hardware Company, the company employs over thirty-five people regularly.

Prior to 1930, the McCormick-Deering and International Harvester farm machinery and truck franchises were acquired. This part of the business grew steadily with the mechanization on the farms. By 1944, farm machinery and trucks had become such a large business within itself that T. C. Byrum separated the McCormick-Deering and International Harvester lines from the Hardware business, and organized Byrum Implement & Truck Company. Byrum Implement & Truck Company also experienced wonderful patronage and growth and has just recently completed one of the most modern and up-to-date farm machinery buildings in the state. This new building is located just north of Edenton on U. S. 17.

In July of 1953, T. C. Byrum purchased the hardware and implement stock of Pruden Brothers Hardware Company in Suffolk, Virginia, and opened a hardware store in the same building on East Washington Street under the name of Byrum Hardware Company. This company also received wonderful patronage from the Suffolk community. In 1948, the Suffolk store was completely remodeled inside and out, with a Gift and Furniture Department added on the second floor. Formal opening of the new store was held November 11, 1948, with more than 10,000 people attending the opening. This store has been acclaimed as one of the most beautiful and modern hardware stores to be found anywhere.

Also in 1943, the franchises for McCormick-Deering farm machinery and International Harvester Trucks were acquired in Elizabeth City, N. C. This business was opened in August, 1943, under the name of Byrum Implement & Truck Company, and experienced fine growth until sold in November of 1951.

Having seen the many advantages of modernization in the Suffolk Hardware Store, Byrum Hardware Company of Edenton completely remodeled the interior of its building in the fall of 1949. Up-to-date fixtures were installed for modern merchandising and selling.

In 1951 the company purchased the hardware stock of Harrell & Leary and leased the building which they occupied adjoining their present building. This building has been used since to display the large line of Westinghouse and other appliances carried by the company.

Knowing the many advantages of modern merchandising and finding it harder to display merchandise and service its customers, the company decided in July of this year to greatly expand its building. Up until this

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#### Founder And President Of Byrum's



T. CAM BYRUM

Founder of the Byrum Hardware Company back in 1914, T. Cam Byrum has seen the business flourish until today, under his foresightedness and leadership, he is president of three concerns, Byrum Hardware Company and Byrum Implement & Truck Company, both of Edenton, and Byrum Hardware Company of Suffolk, Virginia. He has been actively engaged in carrying on the business except for the two years spent in the U. S. Army during World War I.

#### Vice President



GEORGE ALMA BYRUM

Since January, 1949, after his graduation at the University of North Carolina, George Alma Byrum has been vice president and general manager of Byrum Hardware Company. He is also secretary and treasurer of the Byrum Implement & Truck Company. Mr. Byrum is a veteran of World War II, part of the time being spent in the European Theater.

### Many Prizes, Favors And Awards Planned For Open House Days

In observing the opening of their new Gift Shop and in presenting the new addition to their hardware store, BYRUM'S have decided to express their appreciation for the continued patronage of their many customers over a period of some 38 years by awarding really worth-while favors to all who attend and by presenting to each person who registers a Trade Certificate valued at \$1.00. In addition to this, those who register will automatically place their names in the drawing pool from which will be drawn names for various prizes and gifts topped by the Grand Prize of a 21-inch Westinghouse Console Television Set which sells for \$349.95. The drawing for this Grand Prize will be made at 9 o'clock Saturday night and the person whose name is drawn from the box of names of registrants will be the recipient of this wonderful prize, absolutely free. Since all prizes will be given to persons whose names are drawn from the registration pool, BYRUM'S urge each person attending Open House on either Friday or Saturday to be certain to

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### Addition Of New And Up-to-date Gift Shop Will Feature Byrum's Open House Nov. 27-28

Byrum Hardware Company is greatly pleased to open a Gift Shop for the Albemarle Section. Since the opening of the Gift Department in the Suffolk, Va., store in 1948, and its wonderful acceptance by the public, Byrum's of Edenton has been planning a Gift Shop for this community. When work was begun on the addition to the store, the company realized that adequate space would be available in the adjoining building. Almost at once plans were made to purchase fixtures and merchandise to give Edenton and the surrounding sections a modern and up-to-date Gift Shop.

No little time and effort have been spent selecting modern fixtures, and installing them, so that the public might be given the opportunity to shop for Christmas in Byrum's Gift Shop.

Immediately upon deciding to enter the Gift Business, the company was very pleased to be able to acquire the services of Mrs. Lala Smith, who is well known throughout this section and has had many years' experience in the gift line. Byrum's was also very fortunate in acquiring the services of Mrs. Raymond Mansfield,

who has served the buying public of this community for some time. Mrs. Smith and Mrs. Mansfield are very anxious to have everyone visit the shop and to become familiar with the wide variety of gifts carried.

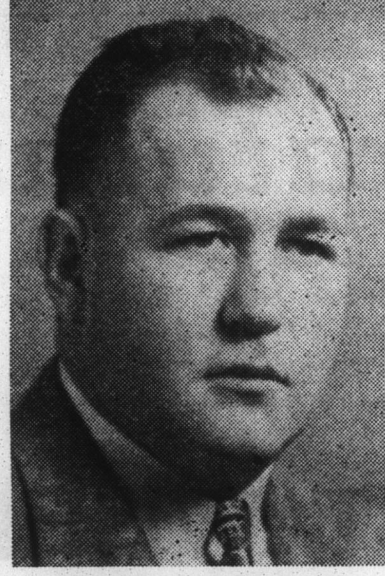
A great amount of time has been spent selecting the merchandise for the Gift Shop and the management will continue to increase the variety of its lines. For many quality lines of gifts, it requires some length of time to receive shipment of the items. The public can be assured that every effort will be made by Byrum's to give Edenton a Gift Shop that will fulfill its gift needs.

A list of some of the complete lines Byrum's Gift Shop will have are: China, Crystal, Lamps, Mirrors, Pictures, Lamp Shades, Brass, Milk Glass, Costume Jewelry, Silver, Pottery, Candles, and a wide variety of other gifts.

It is indeed a pleasure for Byrum Hardware Company to present the new Gift Shop and to invite everyone to visit it during its Grand Opening Friday and Saturday, November 27 and 28. Be sure to register for the many valuable prizes to be given away.

### Store Is Completely Renovated And New Floor Space Is Added

#### Secretary-Treasurer



THOMAS C. BYRUM, JR.

Upon his return from the University of North Carolina, where he graduated in 1948, Thomas C. Byrum, Jr., has been secretary and treasurer of Byrum Hardware Company. He is also vice president of Byrum Implement & Truck Company. Mr. Byrum is a veteran of World War II, having served in the U. S. Army three years, part of which was spent in overseas duty.

Feature of Celebration Will Be Opening of Gift Shop

#### FREE PRIZES

Grand Prize Will Be 21-Inch Westinghouse Television Set

As a climax to some 38 years of faithful and progressive service to the people of Chowan County and the Albemarle Section, BYRUM'S are celebrating, on Friday and Saturday, November 27-28, the opening of a modern GIFT SHOP and the completion of a spacious addition to their hardware store building. At this milestone in their progress, BYRUM'S are inviting its many customers throughout the Albemarle area to attend these two days of OPEN HOUSE and help them celebrate the occasion.

Every person attending is urged to register for the drawing of the GRAND PRIZE—a \$349.95, 21-inch, Westinghouse Console Television Set. This registration will place the name in the drawing pool for such other valuable prizes as Trade Certificates, Free Baked Turkeys, Automatic Toasters, Premium Checks, a \$25.00 Cambridge Lamp and Free Antenna Installations—as well as other attractive prizes, gifts and favors.

BYRUM'S OPEN HOUSE DAYS will officially, and yet in an informal manner and program, present to their friends and patrons their new and modern Gift Shop which is being opened up in the annex building which they have occupied for some two years in connection with the sale of major appliances, heating equipment, toys, etc. It will be the policy of the Gift Shop to offer to the public the most popular and well accepted trade brands in silver, glass, china, lamps, costume jewelry, pictures, pottery, brass ware and other allied items. Such outstanding trade brands as Spode, Bavaria, Royal Jackson, Russell Wright and Flintridge China; Cambridge Lamps, Verplex Shades; Libby, Heisey and Imperial Crystal; Westmoreland Milk Glass; Stroupe Mirrors; Haeger Pottery; Colonial Brass Ware; Emkay Candles will be featured. For modern display and ease in shopping the Gift Shop is equipped with attractive and modern display units and equipment and the management urges its friends to pay it a visit.

It also pleases the management to present to the public the newly added 5,000 square feet of display and selling space which has just been adjoining to the former space utilized by the hardware business. In this space new fixtures and displays have been provided for better serving the patrons of the business. An electric elevator makes easy commuting between the first and second floors and for handling freight and the bulky items of stock. This new addition gives the Byrum organization some 8,000 square feet of selling space and the same square footage on the second floor for storage of surplus and heavy stock.

As another consideration for the convenience of their patrons, Byrum's have moved their offices to the first floor for easy access and convenience in transacting accounting and other business. The entire plan of the office space, and the equipment and arrangements, is designed for the convenience of the public and for effective modern methods of handling business.

In order to provide the utmost in shopping comfort at pleasing temperatures, BYRUM'S have installed the latest Chrysler-Airtemp Air Conditioning System which will assure the warmth needed for shopping comfort on Fall and Winter days and the coolness needed for shopping comfort on Spring and Summer days. This is in line with their general policy to make shopping as easy and just as pleasant as it is possible to arrange for their customers.

Throughout the entire first floor patrons will find modern lighting for better see-ability; the most up to date shopping islands, displays, show cases and wall units for accessibility of merchandise to the customer and the utmost ease in shopping.

Again, the Byrum organization pauses to recognize the loyalty of its many patrons throughout the Albemarle area and in declaring Open House Days with its favors, prizes and awards attempt to show in some small way their sincere appreciation.

#### PRESENT PERSONNEL OF BYRUM HARDWARE COMPANY AND GIFT SHOP



Above is pictured present personnel of the Byrum Hardware Company, and Gift Shop, which will observe open house Friday and Saturday in connection with the renovation and addition to the store, making it one of the most convenient and up-to-date in this section of the State. In the picture are: Front row, left to right, C. J. Williams, salesman; Josiah Elliott, salesman; Mrs. Raymond Mansfield, Gift Shop assistant; Mrs. Percy Smith, manager of the Gift Shop; Miss Magdalene Downing, bookkeeper; T. Cam Byrum, president; T. E. Haste, sales manager. Back row, left to right, T. E. Parker, salesman; George Alma Byrum, vice president and general manager; John M. Elliott, office manager; Rufus Carraway, service manager; Linwood Lee, stock clerk, and Oliver Bonner, service and delivery. —(Photo by Florian Arthur)