

Big Leggett Dept. Store A Favored Trade Center

Frank Jordan, Manager, One of Most Progressive Merchants In City; Business Volume Stably Increasing.

Leggett's Department Store is one of the really outstanding shopping centers of this city and entire section. It has played an important role in the retail life of the community from the time it was opened here nearly ten years ago, and its business has constantly been on the upgrade from the start.

Its highly desirable location and the size of the building, together with the high grade of merchandise handled, have combined to attract the confidence and the patronage of thousands of customers. Once a customer, always a customer, is the way most shoppers size up the Leggett store.

Leggett's occupies all three floors of the large building at the corner of Garnett and Winder streets, directly across the city's main business thoroughfare from the post office. It has large display windows arranged and adapted to the display of merchandise to great advantage, and every section of the establishment is given quarters from time to time in the show windows.

Leggett Manager



FRANK JORDAN

Everything to wear for the entire family at money-saving values is sold by this establishment. There are large departments for men, where suits, extra trousers, hats, shirts, underwear, socks, ties, shoes, overcoats, and any other item required by men and boys can be found in the huge stocks always on hand from which selections can be made. Prices are right and favorable to the buyer.

An outstanding feature of the store is the women's department. Ready-to-wear merchandise, coats, shoes, hosiery, hats and every other article for the well-dressed lady. Wearing apparel for the children, and especially the things that are needed for the very little folks, are important items in the Leggett store. If it is hard to fit shoes, most likely Leggett can meet the test. If a coat is desired, it can be had in this store.

The store is affiliated with the Belk chain out of Charlotte, and enjoys the advantages of the tremendous buying power made possible by the large number of stores operated by that unit. Four Leggett brothers are the moving spirits, however. They operate stores similarly in other sections of this State and Virginia, and have had remarkable success with their business endeavors. They are merchandising people with a reputation and a knowledge of how to make a store really succeed.

Frank Jordan is manager of Leggett's Department Store in Henderson. He came here a little more than a year ago after a decade or so with the Leggett store in Lynchburg. He long ago learned the full details of the Leggett methods of doing business, and has made a marked success of the local business since he assumed the management. Under his direction new strides in volume of sales and in making friends have been achieved.

The Leggett store is daily becoming a greater factor in the Henderson retail market, and is making for itself a bigger place in the esteem of the buying public of the community and section.

J. C. Penney Store Among The Leaders

Since its entrance into the local merchandising field, the J. C. Penney Company store has been a leader in the Henderson retail district. It is located adjacent to the post office, next door to the south on Garnett street and is in the heart of the retail district of the city.

The store occupies the entire building, which has a large ground floor, a second story and also a basement, all stocked with merchandise awaiting the inspection of customers in the purchase of their clothing, wearing apparel and other requirements for the fall season, as well as needs for the year around. This store is an important link in the Penney chain, which was formed some 25 years ago, and grew from the original unit in Kemmerer, Wyoming. Today there are outlets in nearly every state in the Union.

At all times of the year, but especially in this fall season, the store is filled with merchandise of quality at low prices, and with wearing apparel for every member of the family.

Anything that is found in a modern department store can be had at Penney's. Dresses, coats, piece goods and novelty merchandise for women's wear, and shirts, trousers, underwear, socks, shirts and other articles for men and boys, as well as things for the children are available in large quantities for the inspection of customers. There are also sheets, counterpanes, pillow cases, blankets and other articles for the home.

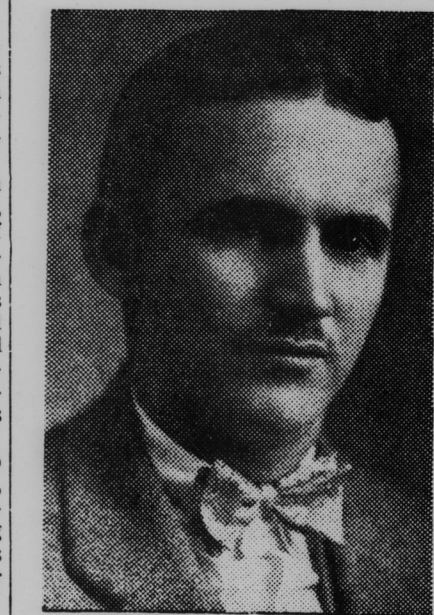
B. A. Daniel is manager of the store, and he has assembled a large corps of capable and efficient clerks, all familiar with their several departments, and all alert to give the utmost in service, with helpful suggestions in making selections, and with courtesy of treatment an important thing at all times. Thousands of shoppers have found it a pleasure and a profit to shop at Penney's.

At the present time the store is filled with new fall merchandise, bought at prices made possible by the buying power of the large Penney organization, and offered to the public at money-saving levels. There will be a full line of holiday merchandise as the Christmas season approaches, and shoppers will find it greatly to their advantage to visit this store and make their purchases.

Mr. Daniel has been with the Penney company for many years. He came here from the Savannah, Ga., store, one of the largest in the chain. He learned there the Penney principles and policies of merchandising, and knows how to buy and to offer for sale all articles handled to the best interests of customers. Mr. Daniel has made himself popular with the Henderson public and those in the Henderson trading area. He has taken a great interest in Henderson business and civic affairs since coming here, and is prominent in the Kiwanis club and member of the Henderson Chamber of Commerce.

Goodyear Tire & Rubber Co.
Cleveland, Aug. 31.—(AP)—Goodyear Tire & Rubber Co. and subsidiaries reported for the first half of the year net profit of \$3,910,595 after charges and equity in undistributed earnings of subsidiaries not wholly. This was equal to 96 cents a share on common stock after preferred stock dividends and compared with \$1,669,828, or 2 cents a common share, in the first half of 1938.

Maker of Awnings



T. J. HARRINGTON

Harrington Awning Man

T. J. Harrington is one of the best known awning men in the Henderson territory. He has engaged in the business here over a period of a number of years, and has built an enviable reputation for quality merchandise and for service of a high grade to all customers.

All awning jobs are made to order in local shops owned by Mr. Harrington. But he also specializes in the making of truck covers for trucks and haulers. These are both carried in stock and are made to order to suit particular types of vehicles.

Mr. Harrington gives his personal attention to all orders, both as to their manufacture and their installation and guarantees satisfaction in all cases. He has a connection with the Hughes Furniture Company, where he may be contacted by telephone, and calls arranged. Prompt attention is given to all orders, to the end that all may be executed as quickly as possible and in the best of condition at all times.

Penny's Manager



B. A. DANIEL

Alex Watkins Headquarters For Builders

Phenomenal growth and success has been the record of Alex S. Watkins in the building supply business in Henderson. It was only a comparatively few years ago that he started from the bottom in this field, but the progress and expansion that has come to his enterprise is a tribute to his keen ability and wise management.

Long known as "The Place of Values" and "Where Quality Tells"

Supplies Builders



ALEX. S. WATKINS

and Prices Sell", the establishment has attracted a large portion of the building supply trade of the city and section. Materials are bought at savings in carlots and stored in quantity to meet all demands of contractors, repair men and other activities.

The business is located on West Montgomery street. Mr. Watkins owns much of the yard space occupied by his storage, but expansion has come so rapidly that in the past few years it has been necessary to acquire additional room, and the large three-story building opposite the original store and yards has been acquired.

Everything in the way of lumber brick, pipe and a complete stock of builders' hardware can be had at Alex Watkins' store and yards. He has storage space on both sides of the street, and in the store proper are found high grade paints, varnishes, nails, locks and the like.

Contractors and builders in general have found Mr. Watkins can be relied upon to supply their needs, and are frequent and large purchasers from his stocks.

Mr. Watkins occupies a prominent place in the business, civic and religious life of the community. In addition to his own enterprise, he is a director in the Home Building & Loan Association, and is a prominent member of the Henderson Kiwanis club. He is also a leader in the First Presbyterian church, in which he was brought up, and is a regular attendant upon its services.

He has for a number of years been affiliated with and active in the Carolinas Lumber and Building Supply Dealers Association. At the last annual convention, held in Raleigh, he was elected first vice-president, and is in line for advancement to the presidency of the body at its next meeting. The prominence that has come to him in that connection is a recognition of the outstanding success he has made in his business here at home. He has the respect and confidence of the trade and of the community in general where he lives. And when that is said of a man, a great deal has been accredited to him.

Davis Store Is One Of Oldest Here

The E. G. Davis & Sons Company department store is one of those honored organizations that take high rank in Henderson's fifty-year club. The business was established by the late E. G. Davis along about 1875, and has been continuously in operation during the intervening sixty-odd years in the same location as now, on the west side of Garnett street in the very heart of the shopping and retail district of the city. Over a long period of years the

Department Store Executive



R. G. S. DAVIS

store has been a favorite shopping center for thousands of customers. The high class methods and standards of business employed in the conduct of the enterprise have won the respect and confidence of the entire community and section, and its reputation for top rank merchandise and honest values is known far and

wide. Its standing in the community is exceeded by no establishment anywhere in this territory.

It was the late Mr. Davis who started the business. He gave strict attention to its activities and laid down the principles of square dealing with the public that has endured until this day, and have been imparted to his son and grandson as successors in the management.

A general department store line is carried, with dry goods, notions, ready-to-wear, piece goods and the like in the ladies section, and shoes of the highest quality and best stock in that department. A large line of men's furnishings is stocked, and

R. G. S. Davis is manager and chief owner of the store. He succeeded his father upon the latter's death some years ago. Mr. Davis is being assisted by his oldest son, Bobby Davis, who has lately affiliated with the concern, and is becoming more and more active in its operation. Both father and son are University of North Carolina graduates.

Mr. Davis has long been identified with community activities in addition to his own large interests. He is a director in both the First National Bank of Henderson, and the Industrial Bank of Henderson, and the Home Building & Loan Association. He is an enthusiastic Rotarian and is a prominent member, with his family, of Holy Innocents Episcopal church. He is and for many years has been an outstanding business leader of the community.

A. D. Patterson

GENERAL CONTRACTOR

PHONES: Office 433 — Residence 768

219 South William St. Henderson, N. C.

We Do All Kinds Of Building And Construction Work.

And Can Handle Your

REPAIRING, REMODELING AND PAINTING WORK.

See Us For Any Kind Of Building Job.

Estimates Gladly Furnished.

We Sell Pee-Gee Paints and Varnishes.

80¢ PT. \$1.50 QT.

75¢ PT. \$1.35 QT.

75¢ PT. \$1.35 QT.

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Trip In America Made King George New Personality

New York, Aug. 31.—"King George VI returned to England from his seven-week tour of North America with a brand new personality," declared Webb Miller, veteran newspaperman, in Look magazine today.

Miller, who covered the North American tour of the royal couple, during which he had a number of opportunities for personal conversation with the king, said that when the young monarch realized he was a success, he grew more at ease and his manner became deliberate and kindly. "The sole vestige of his stammering and nervousness is the intermittent throbbing of a muscle in his left cheek," added Miller.

When the king sailed home, Webb Miller said to him, "Your Majesty, you must be all in." "No," he grinned in reply, "I thought I was going to be, but I'm fine." His face was tanned, his eyes alert, the reporter observed.

Miller added that the king completely won the reporters with whom he chatted during his trip. He also told of the royal couple's practice of halting their private train at out-of-way spots to walk along the tracks. "The queen never learned punctuality," Miller revealed in his Look article. "When time came to leave after a short stop of the royal train, the King spoke to her again and again and again, but she continued waving to the crowd. You could almost see the King saying: 'Dash it, Elizabeth, we must go.' Finally, 20 minutes later, she'd agree."

Miller declared that he believed the American tour marked an important change in British conception of kingship, and that henceforth the king would take a more dynamic role in domestic and world affairs.

Musicians' Auditions
New York, Aug. 31.—The third annual series of auditions sponsored by the Society for the Advancement of Young Musicians for pianist, violinist and cellists will be conducted during the latter part of September, it was announced Aug. 14. Applications to be heard should be addressed to the Secretary of the Society at No. 509 Fifth Avenue. Applicants should submit information concerning their training, repertoire and experience.

The letter of the law is too often the §.

Way back in 1899

Raleigh, N. C., AUG 1- 1899

(Customer's Name Deleted on Request)

To THE RALEIGH ELECTRIC CO., DR.

For Electricity Consumed During Month of JULY

23000 Watt Hours, @ 20 Cents per Thousand. \$4.60

Received payment \$4.60

THE RALEIGH ELECTRIC COMPANY

100,000 watt hours equals 23 kilowatt hours

The illustration above is a reproduction of an actual Electric Service bill that was rendered way back in the "horse and buggy" days . . . when electricity was measured as "watt hours" . . . when its chief function was to produce nothing but light . . . when \$4.60 bought only 23 kilowatt hours.

SIX TIMES AS MUCH

Today for the same \$4.60 you can enjoy 141,000 watt hours or, as we know them, 141 kilowatt hours of Electricity . . . you can have adequate Lighting for comfortable seeing . . . you can have health protection with Electric Refrigeration . . . you can enjoy Automatic Electric Cooking . . . all for the price of Electric Lighting 40 years ago.

YES—ELECTRICALLY

Today, it does cost less to live better!

CAROLINA POWER AND LIGHT COMPANY