

# South's Development Is Depression Bright Spot

Growth Here Exceeds Other Areas, With Over Fifth of Nation's Manufacturing in This Section.

(From the Blue Book of Manufacturers Record.)

Southern development has been a bright spot during a depression period which has halted business and capital investment in the United States. Comparable figures of the South and the rest of the country show a proportionate growth in basic lines of enterprise exceeding other areas. Long regarded as an agricultural region, manufacturing now exceeds the value of all agriculture by more than 200 per cent. The dollar value of manufactured products in the South increased from \$8,468,215,718 in 1935, to \$11,454,794,098 in 1937, an increase of 35 per cent while the gain from 1919 to 1929 was 20 per cent or from \$1,800,041,000 to \$11,033,325,000. In 1937 the value of the South's manufactured products was only 3 per cent below the 1929 figure whereas the rest of the country was 14 per cent below.

The number of manufacturing establishments in the South having an annual output in excess of \$5,000 was 94,946 in 1937, an increase of 803 since the previous census of 1935, although there was a decline in the number of such plants in the United States, with the value of the South's manufactured products approaching 20 per cent of the value of products made by the entire Unit-

**COME HERE FOR HANES!** POPULAR PRICES

Full Line of Hanes Underwear

**EFIRD'S**

**I HATE TO DANCE WITH A DAMP SEAL**




The girl friend told me that, Matter of fact, it's no fun for me to feel like a damp seal—with my top-shirt all clammy from perspiration. That's why I wear a Hanes Undershirt! Gentlemen, you need a blotter when it's hotter. A Hanes Undershirt soaks up perspiration with its soft, absorbent knit. Evaporation is even and rapid. You actually feel cooler all over... and your top-shirt keeps drier and fresher!

See your Hanes Dealer today. H. Hanes Knitting Co., Winston-Salem, N. C.

**HANES**

FOR MEN AND BOYS FOR EVERY SEASON



**HOP AROUND TO Leggett's Dept. Store**

For Your Hanes Shirts and Shorts



## The Esso Station

WELCOMES FARMERS TO HENDERSON

And invites them to come to their station for automobile service.

Esso Essolene Essolube  
Atlas Tires Batteries  
Washing Greasing Polishing  
Quality Products Top Service

### ESSO STATION

Corner North Garnett and Cooper Avenue  
Lloyd Daniel and Arnon Harris, Props.

# Efird Dept. Store Pulls Large Trade

Important Unit in Retail Business of Henderson, Attracting Customers Throughout Entire Section.

During the five years Efird's Department Store has been in Henderson it has assumed a commanding position in the retail life of the community and section. Located in the heart of the shopping section, it has come to be a favorite shopping center for thousands of customers, who have learned that dependable merchandise at fair prices can be had at this large establishment.

Along with other concerns of the city, Efird's joins in the welcome extended to farmers to sell their tobacco and cotton in Henderson and to do their trading with local merchants, assured of satisfaction and pleasure in making their purchases.

Efird's extends the glad hand to all visitors to the community, with an invitation to visit and trade at this store. The store, which occupies two floors, is loaded with new fall goods, featuring newest and most desirable styles and designs of wearing apparel, and every member of the family will find at this store a large stock of all kinds of clothing from which to make selections.

Good quality is emphasized in merchandise offered the public by the Efird concern. Another thing that gets much stress is the price structure, with lowest figures marked for all merchandise handled. Stocks are new and complete and customers are urged to make their inspections and purchases while there is an abundance from which to choose.

Customers who trade at Efird's find they can get values in merchandise for less money and that there is a saving that is well worth while.

A corps of courteous and efficient sales people wait to serve customers and to serve them in shoes, dresses, coats, hats, piece goods, silks, men's clothing and work clothes.

The Efird store is one unit of a chain that originated a third of a century ago in Charlotte and has grown and expanded until it now operates in scores of cities and towns in the Carolinas and Virginia. Everywhere an Efird store is known for its quality merchandise and low prices, and accordingly attracts a great host of customers as patrons.

The store is located in the O'Neil building on South Garnett street, and is just one block north from the post office. The building is new and modern and was designed in large part to suit the conveniences and requirements of this establishment. Large show windows permit the display of merchandise to passersby, and counters, shelves and show cases in the interior are suit in every way to the showing of articles offered for the selection of purchases.

B. B. Brown, manager of the Henderson store, has been with the Efird organization since 1915. He was a manager of the store in Burlington for several years before coming to Henderson, and while there was president of the Burlington Merchants Association, and also an official of the Burlington Chamber of Commerce. He was likewise a deacon in the First Baptist church in Burlington.

Mr. Brown has a wife and three children, and the family is living on Charles street. He has been in Henderson a comparatively short time, but has made many friends and acquaintances during that period. He has taken an interest in civic and religious affairs since coming here, and is becoming better acquainted in the community.

Cottonseed crushed in the South in the year ending July 31, 1938, amounted to more than five-sixths of the amount crushed in the country, reaching a high figure for the last five years of 5,789,588 tons. The total value of cottonseed products that year in the United States was \$212,197,000, of which the South's total was \$192,416,000.

In the rayon manufacturing industry there are 270 plants in the United States, of which the South has 51. The value of products of this industry for 1937 was \$484,470,182 for the United States, and \$194,445,133 for the South, or more than 40 per cent. This is an understatement of Southern production as United States census figures take no account of States having less than three establishments, such as Maryland and Alabama, both of which have important rayon mills although short of the required number. These are, however, included in the count for the country as a whole.

The value of products of the lumber industry in 1935 was \$229,474,000, and in 1937, \$333,099,812, an increase of \$103,625,812, or over 45 per cent.

The products of Southern furniture factories were valued in 1935 at \$97,188,000, and in 1937 at \$141,624,472, an increase of \$44,436,472, or almost 45 per cent.

The Southern fertilizer industry in 1935 had a production valued at \$97,365,000, and in 1937, a valuation of \$134,669,488. The latter figure is to be compared with \$195,759,025, which is the value of the total output of the United States. Thus it is shown that the South produces more than 68 per cent of the fertilizer output of the country in dollar value, with an increase in two years of over 38 per cent.

For 1938, total internal revenue receipts in the South increased over 1937 more than \$46,000,000, while receipts for the entire United States declined nearly \$110,000,000.

Aggregate resources of Southern banks in 1938 increased more than \$46,000,000 over 1937, while the rest of the country showed a decline of \$639,000,000.

**New York Tax Yield**  
Albany, N. Y., Aug. 31.—(AP)—New York's "penny-for-ten" cigarette tax, expected by Republican legislative leaders to raise \$22,500,000 in revenue by next July 1, netted the State \$2,976,216 in the first month's operation.

Red Cross chapters in smaller communities which lacked regular relief organizations assisted 116,000 needy families during the year.

**Norwich Shop Serves Family**

For many years, R. Norwich has operated his Norwich Shoe Shop, located on Garnett street three doors below the post office, in a most efficient manner, and numbers his pleased customers of this section by the thousands.

The Norwich Shoe Shop offers the latest methods in shoe repair with the best of leathers, and experienced repairmen do the work. Old shoes are given more life, better appearance and more foot comfort to the owner.

In addition to the shoe repair work, Mr. Norwich has a full line of shoes and clothes for every member of the family, and has a fit for every foot. Mr. Norwich's complete stock of work and dress clothing, with fit and comfort, together with long wear, being the first considerations.

Farmers may consign their soil-building payments for 1939 to the purchase of winter legume seed to use this fall, it was ruled by E. Y. Floyd, AAA executive officer of State college.

**ADMINISTRATOR'S NOTICE.**  
Having qualified as administrator of the estate of Mrs. Maggie Umstead, deceased, late of Vance County, N. C., this is to notify all persons having claims against the estate of said deceased to exhibit them to the undersigned at Henderson, N. C., on or before the 24th day of August, 1940, or this notice will be pleaded in bar of their recovery. All persons indebted to the estate will please make immediate settlement.

This 24th. of August, 1939.  
J. C. MANN,  
Administrator of Estate of Mrs. Maggie Umstead.  
24-31-7-14-21-28

# EFIRD'S BACK to SCHOOL

## Sale And Advance Showing

### Fall Goods At Lowest Prices Begins

#### Friday Morning, September 1



## Smart New Fall DRESSES

### For The College Miss

A glorious group of tailored and dressy types. We've neglected none of the fashion highlights. Wools and silks. Plaids! Solids! Prints! Some with jackets and the new back fullness. Grape, grotto blue, wine, green, and black. Make your selection early. Junior and misses' sizes.

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|--|------------------------------|
| School Opening Price   | \$3.95 and \$5.95            |
| <b>Back-To-School Washables, 97c</b>   |                              |
| In new Fall fashions. Special Fall sale prices. Tremendous collection of gay cotton prints and plaids. Fast colors. Sizes 2 to 16. School Opening Price        | 97c                          |
| <b>Girls' Cotton School DRESSES</b>  |                              |
| Just received a big shipment of school dresses. Percal, slub broadcloth and novelty materials. In sizes 3 to 6 and 7 to 16. A real 59c value.                  | School Opening Price 48c     |
| <b>Ladies' Fall Wash DRESSES</b>   |                              |
| Made of America's best eighty square percales. Long and short sleeves. New smart styles that you will be proud to wear anywhere. Sizes 14 to 50. Special price | 97c                          |
| <b>Junior And Misses' DRESSES</b>  | \$1.95 and \$2.95            |
| Bright smart-looking dresses. Styles that you don't often find at this price. Only one of a kind. Many different fabrics. Sizes 11 to 20. Price—               | \$1.95 and \$2.95            |
| <b>Ladies' Better Quality Novelty SLIPPERS</b>   |                              |
| Ladies' better quality novelty Slippers in black or brown smooth calf leather or black or brown suede. Extra special value.                                    | \$2.95                       |
| <b>Ladies' New Style SUEDE PUMPS</b>   |                              |
| Ladies' new style novelty trim, medium heel brown or black suede step-in pumps.  | Regular \$2.50 value. \$1.98 |
| <b>Ladies' Black Kid TIES</b>  |                              |
| Ladies' black kid arch support ties neatly trimmed, medium heel. Regular \$2.50  | \$1.98                       |
| <b>Boys' School OXFORDS</b>  |                              |
| Boys' school Oxfords in black or brown. New novelty styles, plain or fancy trim. All sizes 11½ to 3. Regular \$1.50  | 97c                          |
| <b>Men's Work Shoes Special</b>  |                              |
| Men's black or brown elk leather, plain or cap toe, composition or leather sole. Built for long wear. Regular \$2.50   | \$1.98                       |
| <b>Men's Conservative OXFORDS</b>  |                              |
| Men's leather sole black Oxfords. Genuine Goodyear welt, plain toe, blucher or cap toe bal styles. Unusual   | value. \$1.98                |

# SHOES—For The Whole Family—SHOES

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|---|------------------------------|--|--------|--|---------------|
| <b>Ladies' Better Quality Novelty SLIPPERS</b>  |                              | <b>Boys' School OXFORDS</b>  |        | <b>Men's Work Shoes Special</b>  |               |
| Ladies' better quality novelty Slippers in black or brown smooth calf leather or black or brown suede. Extra special value. | \$2.95                       | Boys' school Oxfords in black or brown, plain or fancy wing tip styles. Regular \$1.50                                 | 97c    | Men's black or brown elk leather, plain or cap toe, composition or leather sole. Built for long wear. Regular \$2.50 | \$1.98        |
| <b>Ladies' New Style SUEDE PUMPS</b>  |                              | <b>Children's Leather Slippers</b>   |        | <b>Men's Antique Sport OXFORDS</b>   |               |
| Ladies' new style novelty trim, medium heel brown or black suede step-in pumps.   | Regular \$2.50 value. \$1.98 | Children's solid leather sole Slippers in black or brown Oxford or strap style. Excellent                              | 97c    | Men's new shade tan antique sport Oxfords in fancy wing tip or straight tip novelty, perforated trim. Regular \$4.00 | \$2.95        |
| <b>Ladies' Black Kid TIES</b>   |                              | <b>Men's Sport Oxfords</b>   |        | <b>Men's Conservative OXFORDS</b>  |               |
| Ladies' black kid arch support ties neatly trimmed, medium heel. Regular \$2.50   | \$1.98                       | New black or tan fancy wing tip, Goodyear welt leather sole, bal style sport Oxfords. Right in style, strong for wear. | \$1.98 | Men's leather sole black Oxfords. Genuine Goodyear welt, plain toe, blucher or cap toe bal styles. Unusual           | value. \$1.98 |

# EFIRD'S Dept. Store In Henderson