

THE WAYNESVILLE MOUNTAINEER

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SIXTH YEAR NO. 8 WAYNESVILLE, N. C., THURSDAY, FEBRUARY 22, 1940 \$1.50 In Advance In Haywood and Jackson Counties

C. N. Allen & Co. Observing 18th Anniversary

Modern Home of C. N. Allen and Company at Hazelwood



C. N. Allen and Company will hold their formal opening of the new grocery and meat departments on Friday of this week, in addition to the observance of the 18th Anniversary of the firm. The new part is shown on the right of this picture. Photo by Sherrill's.

Firm Doubles Floor Space With Grocery And Meat Depts.

Company Started In Small Wooden Building 18 Years Ago, Now Modern Store

Friday and Saturday will mark the formal opening of the enlarged and modernized store of C. N. Allen and Company, in Hazelwood. The recent addition of 2,720 square feet of floor space, is now occupied by the grocery and meat departments, and connects with the other departments which are still in the building which was erected in 1925.

The new building was completed late in December, and then work was started in modernizing the older building.

The entire building, under one roof, is modern in every detail.

Large windows, supplemented by late design lights afford plenty of illumination at all times.

Automatic blower type radiators keep the store at an even temperature all year.

In the grade "A" market, the refrigerating plant which operates in the large cooler and display cases, is built in the back of the building. The operation of this plant is not heard by customers.

The heating plant is separate from the main building, thus cutting down the fire hazard.

Neat vegetable racks and bins have been built in the produce department, while the shelves in the grocery department are of the latest design. All fixtures in the grocery and market departments,

are white, neatly trimmed by fine black lines.

Besides groceries and meats, the firm has a complete shoe department, which occupies the back of the 40 by 80 foot building. The men's clothing department is at the front, together with men's furnishings.

Dry goods and notions occupy the right side of the store, with ready-to-wear and work clothing taking in the center section.

Feeds and fertilizers are stored in the feed house across the street, which adjoins the furniture department. These are housed in the rock building known as the Hazelwood Feed Company building.

Paints and hardware are kept in the back of the building occupied by the grocery department.

For the formal opening on Friday and Saturday, special gifts, souvenirs and refreshments have been included in the observance of the opening of the departments, and the 18th anniversary of the firm.

Mr. Allen returned from the northern and eastern markets recently, where he purchased special lines of merchandise which are now on display for the formal opening.

Postage stamps were not used in the United States until 1847. Prior to that time, postage on mail was paid in cash by either the sender or receiver.

ore Started In March 1922, Has Grown Steadily

Twelve Departments Are Carried By C. N. Allen And Company At Hazelwood

In addition to holding the formal opening of their new modern store on Friday and Saturday, C. N. Allen and Company will also observe their 18th anniversary in business.

The firm was organized in 1922, and has grown steadily since that time. When organized, it was the Allen-Siler Company.

In 1922, the business was housed in a wooden building 24 by 70 feet. This building was recently torn down to make way for the building which houses the new grocery and meat departments.

In 1925 a modern brick structure, 40 by 80 feet was erected, and this too, has been modernized during the past 60 days.

The new department just completed is 34 by 80 feet.

The firm has grown from a floor space of 1,680 square feet, to about 4,400 square feet.

The furniture department was added in 1934. A general line of furniture is kept on the floor, including electrical appliances and electric refrigerators.

In 1922, the firm had one clerk. Today six are employed. Two delivery trucks have replaced the horse and wagon of 18 years ago.

Walter Hines Page, America's ambassador to the Court of St. James during the first World War, is buried near Aberdeen, N. C.

One of General Robert E. Lee's fighters is buried near Warren, N. C.

C. N. Allen Is One Of Haywood's Most Successful Business Men

By W. Curtis Russ.

One of the most successful business men in Haywood County today is Claud Newton Allen.

One of the hardest things to get Claud Newton Allen to do is to tell about himself.

It is almost impossible.

He shuts up like a clam, and starts the conversation along some other line. He never talks about his accomplishments. He always has a good word to say about the other man.

He did go so far as to say that he was born on Camp Branch, the son of Mr. and Mrs. John H. Allen.

Other than that, he left the record of his life to show for itself.

Mr. Allen lived on his father's farm for the first 17 years of his life, during which time he graduated from the Waynesville high school.

At the age of 17, he went to work in a store at Sunburst. Then he tried a year at Champion Paper and Fibre Company, and for another year, was in the retail business in Canton.

About that time he had a desire to travel, so he acquired a sample case of work clothes and

set out calling on merchants.

In March, 1922, he decided he had traveled enough, and with Rufus Siler, J. M. Mock, C. E. Quinlan, and R. L. Prevost, formed a partnership, and started the business of Allen-Siler Company.

The business started in a small wooden building, and three years later moved into their own 40 by 80 foot brick store on the corner adjoining their wooden building.

Additional departments and more stock were added, and the business grew steadily.

Ten years after the partnership was formed, Mr. Allen purchased the controlling interest in the firm.

The year before, he married Miss Clara Fisher, also of Hazelwood.

In 1934 the furniture department

was added, and in 1939, the new 34 by 80 addition was built to the store.

During all this time, Mr. Allen had been active in other lines of business, including the erection of houses throughout the community, and never too busy to take time to look at a herd of cattle.

He took a leading part in all community affairs.

He delights in working with cattle, and each year buys a number of head to fatten for the fall market. He maintains a large farm and many acres of pasture lands.

His only fling in politics has been to serve three terms as alderman of Hazelwood. His close associates tell that he has enough

(Continued on back page)

18 Years of Economy Prices and Service

12 Complete Departments To Serve You

A Dual Celebration
1. The Formal Opening of our New Building
2. Our 18th Anniversary

Friday and Saturday
FREE REFRESHMENTS
FREE SOUVENIRS
Special Prices

1922
=
1940

CLOTHING

Our Silvertone Quality Clothes will please every man. In addition, we have a complete stock of furnishings and work clothes for every job.

DRY GOODS

We have prided ourselves on the large stock of dry goods we carry in stock. It is not necessary to go elsewhere to find your needs.

SHOES

Several thousand pairs from the world's largest and best shoe manufacturers makes it easy for us to fit every member of the family, with shoes that are easy on the feet. -4 the price is easy on the pocketbook.

NOTIONS

A wide variety, and complete selection. Selected with care, with quality predominating.

Ready-to-Wear

Our Ready-to-Wear department has been stocked with dresses and coats personally chosen by us on the larger Eastern markets. The spring stock has just arrived. We invite your inspection.

HARDWARE

In this department, practically everything the average housewife, or man about the house and farm needs.

PAINTS

We don't believe a better paint than Sherwin-Williams has been put on the market. We have all standard colors, in various size containers. See us about the next painting job, and you'll be satisfied with Sherwin-Williams.

FEEDS

A large feed house stocked full of all type feeds, for every animal. Our feeds are bought on their quality, and sold at reasonable prices.

GROCERIES

Attractively displayed in our new store under the most sanitary conditions, and kept that way, will make it easy and safe to fill your market basket frequently.

MEATS

Handled by an expert meat cutter, under the banner of a Grade "A" Market. The best equipment, protecting the best of meats and all market accessories will be found here.

FURNITURE

Everything for the home, including electrical refrigerators, and appliances. We have saved others, we can save you on your furniture needs.

FERTILIZERS

By actual personal test, we prefer Agric Fertilizers, and we sell it with our guarantee. All grades in stock.

C. N. ALLEN & COMPANY

Hazelwood