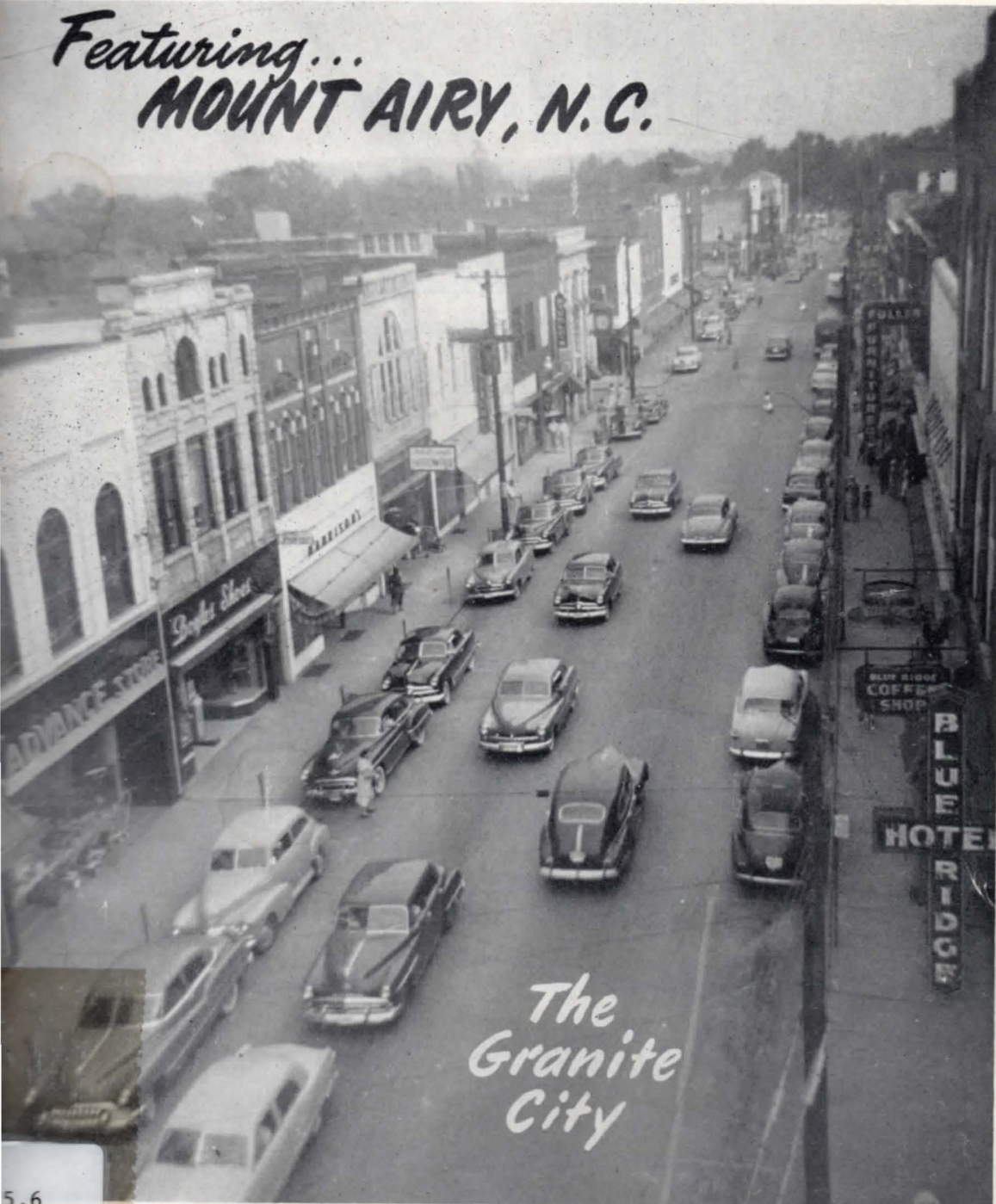


*The* Voice of Small Business

# *Retailer*

OCTOBER, 1951 . . . Volume 28, No. 10

*Featuring...*  
**MOUNT AIRY, N. C.**



*The  
Granite  
City*

## *North Carolina State Fair*



"Biggest Show  
of the Year"

**Opens  
Oct. 16**

●  
Many commercial  
exhibits of interest  
to retailers will be  
on display in the  
exhibit halls.  
●

# WE ARE PROUD

OF OUR SERVICE TO THE PEOPLE OF THIS AREA  
AND TO HAVE BEEN A PART IN THE GROWTH  
AND PROGRESS OF

*Mount Airy*

\*\*\*

J. C. PENNEY CO.

Mount Airy, N. C.



**PINE STATE**

delicious? of course!

drink Vitamin D

Homogenized Milk

**PINE STATE**



THE AUTOMOBILE DEALERS OF MOUNT AIRY PROUDLY JOIN IN  
THE RETAILER'S SALUTE TO **MOUNT AIRY**

**SURRY SALES COMPANY**

MOUNT AIRY, N. C.

★

CADILLAC

OLDSMOBILE

CHEVROLET

★

SALES and SERVICE

**GRANITE CITY MOTOR CO., Inc.**

MOUNT AIRY, N. C.

★ ★ ★

AUTHORIZED

**FORD**

DEALER

**HENNIS MOTOR COMPANY**

MOUNT AIRY, N. C.

●

CHRYSLER

PLYMOUTH

**BRITTS MOTOR COMPANY**

MOUNT AIRY, N. C.

PACKARD

GMC TRUCKS

ALSO

WILLYS-OVERLAND PRODUCTS

H. M. BRITTS

**FOWLER MOTOR COMPANY**

MOUNT AIRY, N. C.

DODGE-PLYMOUTH

*"Dodge Job Rated Trucks"*

Joe Fowler, Jr.

# ACROSS THE EDITOR'S DESK

Compliance or Else

Despite the fact that, according to a RETAILER survey, 80 per cent of the merchants in North Carolina do not like the present OPS setup; they have accepted it with resignation — realizing that it is the law and must be adhered to.

In most instances, we believe merchants are making an honest effort to comply with the provisions of these regulations, and the State and local Merchants Associations have gone out of their way to cooperate with the district offices of OPS. We know this is true, because practically every representative of OPS who has addressed a group of merchants since the law was enacted has made reference to the fact. In addition, they have expressed appreciation in letters and personal conversations with merchants group executives.

There has been, in many cases, some sort of verbal understanding between OPS officials and merchant executives as to how to gain compliance. OPS, under this agreement, would go as far as possible to avoid prosecution for involuntary violation, provided that the merchants group would do all in its power to get its members to cooperate. This plan has worked with some degree of success until recently, when enforcement officers began their "drive."

One merchant in this area has just had an injunction brought against him for failure to file a pricing chart — although there is no evidence any overcharges were made. In this case, the local Merchants Association manager had cooperated with the OPS officials and had been promised no such action would be taken until the merchant was given an opportunity to comply voluntarily. The injunction came, however, on the very day that this official terminated his work with the OPS office.

All of this leads to one conclusion: as long as OPS regulations remain in effect, every merchant who comes under their provisions is subject to prosecution for non-compliance. Good or bad, they are the law of the land and must be observed. No matter how hard your Merchants Association works to keep you out of hot water, the Federal Government still has the last word in cases where there is evidence of violation.

## OCTOBER COVER

The photo on this month's cover is of the business district of Mount Airy, — one of the busiest little cities in Western North Carolina. The camera was pointed south on Main Street from atop W. E. Merritt Company. Photo is by Retailer Editor Bill Maultsby, and hand lettering is by Artist Jeff Hill.

## Between the Lines

In the June issue, this column called attention to the famous "Alexandria case" in which the U. S. Supreme Court upheld the Louisiana town on its ordinance against peddlers. It was suggested that cities and towns in this area might pass similar ordinances that would stand up in court provided they followed closely the wording of the Louisiana law.

Most towns have been reluctant to adopt such ordinances, however, due to the fact that many of their own established local business places might suffer as a result. Those particularly affected would be laundries, dairies, appliance dealers, etc.

The first North Carolina city known to have passed such a law was Southern Pines. The new legislation came in early August as an amendment to an old ordinance and followed the exact wording of the Alexandria law.

The law is not a new one, but was actually enacted some 20 years ago by the Town of Green River, Wyoming. Since that time, countless other towns have put it into effect; but its constitutionality had always been in question until the June ruling by the Supreme Court.

A similar law was passed in Southern Pines some three years ago and was tested last spring when a Charlotte woman contested her arrest for selling a religious publication. She was acquitted by Judge J. Vance Rowe in Moore Recorder's Court at Carthage because he doubted the validity of the law.

Key word of the law is "uninvited," the Supreme Court having ruled that householders should be protected in their homes from undesired agents and solicitors.

To date, THE RETAILER has received no report from Southern Pines as to the law's effect on established businesses which depend for a large portion of their volume on house-to-house canvassing. One thing is certain; in order to avoid charges of discrimination, such laws must apply equally to local business and itiner-

ants. To some extent, though, the itinerant peddling nuisance can be curbed by requiring a yearly license tax on all such individuals. This would put the itinerant at a disadvantage, because most of them only operate in the same town for a brief period.

## Forum

*The Retailer welcomes correspondence from its readers. All letters must be signed and carry the address of the writer. Names will be withheld on request. The editor reserves the right to cut or condense.*

**Thank you, Mr. Tice!**

Dear Sir:

Having just completed reading the Sept. issue of THE RETAILER, I want to congratulate you on this issue. The front cover is wonderful, and "Across the Editor's Desk" is good reading, as well as the entire issue.

When you are passing through Greensboro, would like for you to stop by and see us.

Sincerely,  
Douglas Tice

Greensboro

### Handicapped Aid Defense Work

Let's be realistic in our approach to the employment problems of the physically handicapped.

The blunt truth is that few jobs in any shop, office, or factory require so-called physical perfection. The handicapped can be employed in most jobs.

Two Nation-wide surveys of the work performance of the physically handicapped, in industries both light and heavy, assure us that the handicapped, when properly placed, generally make good. They are excellent producers. They are safe workers. They stay on the job.

Of significance to employers is the fact, borne out by the surveys, that the hiring of handicapped workers does not involve elaborate and expensive research study as a preliminary. Nor does it involve extensive reengineering of jobs.

(Continued on page 15)

# The Retailer

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# Tar Heel Notes . . .

LEXINGTON merchants will again sponsor "Lexington Harvest of Values" during the month of October.

RALEIGH MERCHANTS BUREAU will cooperate this year, as usual, with the North Carolina State Fair, in promoting the annual event. Radio stations of both RALEIGH and DURHAM will "plug" the Fair throughout the week.

The MADISON MESSENGER is among those pushing tentative plans for a MADISON MERCHANTS ASSOCIATION.

"Greater Kinston Week" was sponsored by the KINSTON CHAMBER OF COMMERCE during the early part of September.

SWAIN COUNTY MERCHANTS ASSOCIATION held its annual livestock show in BRYSON CITY in early September.

OXFORD has taken the first step toward beating the parking problem by providing two parking lots adjacent to the business section.

SHELBY'S CHAMBER OF COMMERCE and MERCHANTS ASSOCIATION has erected "Welcome" signs on the east and west sides of the city in an effort to attract visitors.

The "Jackson County Centennial," held at SYLVA in September, was one of the most successful events of its kind held recently.

The annual horse shows have been revived in HAMLET, and will be held this year on Oct. 12 - 13. Hamlet had successful horse shows in 1947 and 1948.

JAMES S. CALVERT of San Antonio, Tex., has joined the staff of Meyer's Department Store in GREENSBORO. Calvert was formerly associated with Joske's of Texas.

ROANOKE RAPIDS CHAMBER OF COMMERCE will observe "Harvest of Values" October 11-12.

RED SPRINGS MERCHANTS ASSOCIATION is planning its "Fall Festival" for October 17. This event is always an outstanding one and has gained interest throughout the State in recent years. Included in the program will be a parade, a calf-catching contest and the awarding of a new Chevrolet. Prizes awarded prior to the festival were cash awards of \$50 each on September 1, 8 and 15, and \$75 each on September 22 and 29; another \$75 award will be made on October 6, and \$100 will be awarded on October 13.

NEWTON MERCHANTS ASSOCIATION held its annual "Soldiers Reunion" in mid-August — sponsored jointly with the local American Legion Post.

ENFIELD merchants cooperated with the Junior Guild and the Lions Club by closing their stores on Labor Day for observance of the annual horse show.

CONCORD MERCHANTS ASSOCIATION held its third annual picnic on September 12 at Camp Spencer.

The Traffic Committee of the MORGANTON MERCHANTS ASSOCIATION has voted to recommend that parts of the W. F. Babcock traffic plan be adopted by the Town Council. Local authorities have promised cooperation in a crackdown on violators.

JAMES W. BUTLER has left the GOLDSBORO RETAIL MERCHANTS BUREAU to become alumni secretary of East Carolina College. Butler was feted at a luncheon at Hotel Goldsboro before taking up his new duties and was presented with a pen set and a \$100 bill by his associates in appreciation of "much service beyond the line of duty."

BELMONT merchants will hold their annual banquet in the High School Cafeteria sometime this month.

## HUGH MARTIN HEADS CHARLOTTE MERCHANTS

Hugh Martin, vice president of Haverty Furniture Co. and manager of Haverty's Charlotte store, has been named by the Board of Directors of the Charlotte Merchants Association to succeed the late W. T. Buice as president of the Association.

An active director of the Association for many years, Martin was elevated to the top post on September 11, following the late president's death on September 3. He had been elected first vice president at the Association's annual meeting early this year.

## PLASTIC ARMY TOYS LOOK REAL

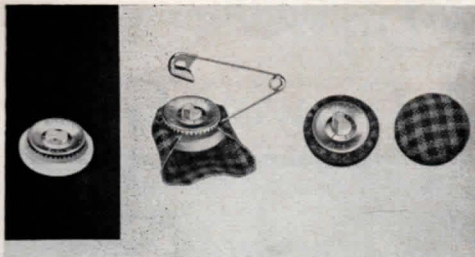
Union, N. J.—Exactness of detail in the development of a military-type toy line has resulted in an increase in business in all phases of custom injection molding, William M. Lester, president of the Pyro Plastics Corporation, of Union, N. J., declared here this week.

Lester, who is a pioneer in the art of injection molding, stated that Pyro's faithful toy reproduction of United States Army vehicles, has caught the attention of manufacturers throughout the country, with resultant inquiries and substantial orders for a multitude of different types of plastic parts and products for industrial and consumer use.

In developing the Military Front Line toys, Pyro retained all of the details and proportions of the originals with amazing exactness. The 50th Armored Division of the New Jersey National Guard is using the entire consumer line in 20 armories throughout the state, (New Jersey), and tank and armored infantry units are equipped down to the last jeep they would have in actual combat.

Because of this particular phase of design ingenuity and engineering know-how demonstrated by Pyro, Lester stated that he looks for conversion of many items on the market from metal to plastic during the next year.

## GOING TO THE FAIR?



A new one-piece self cover button which requires no tools and no assembly is being introduced by the RISDON MANUFACTURING CO. of Naugatuck, Conn. To cover a button with any material it is simply necessary to tuck in the cloth and press closed.

Made of molded DU PONT NYLON and nickel-plated brass, the button is rust proof, dry-cleanable, washable, dent proof, extra light weight and cannot pull apart, according to manufacturer.

The Risdon Self Cover Button is available in a range of sizes, five buttons to a card, at chain and department stores for 25c. A special display package holding one dozen cards is available to the trade at no extra cost on request.

**(Judging from a sample sent us by manufacturer, this product should make a definite hit with the housewife who does her own sewing.—ed.)**

### JUST AN IDEA

Some day some resourceful perfume manufacturer is going to hit on the simple expedient of advertising his product:

**"IT SMELLS GOOD!"**

— Twaddle.

There is no place where humor counts for more in a commercial way than in advertising. If you can land your shot under a man's funny bone, you have done the deadly work. You can interest him in whatever it is you have to sell.

—George Ade.

### THE LINEN SHOP

113 Princess Street

Wilmington, N. C.

*Exclusive Linens and Handkerchiefs*

A FULL LINE OF INFANTS WEAR

UP TO 6 YEARS

*The greater part of our merchandise  
HAND EMBROIDERED and IMPORTED*



The State of North Carolina has promised a "bigger and better than ever" State Fair in Raleigh this year, and present indications are that it will live up to its promise.

Retailers will be interested particularly, aside from the sheer entertainment the midway offers, in the commercial exhibits showing the progress of the past year in industry. Premiums for exhibitors this year will total \$35,000, largest prize list in the 98-year history of the Fair.

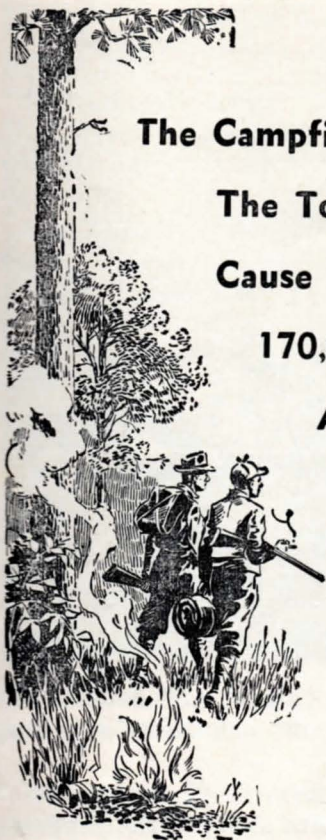
## Clean Lights Mean More Light

While you're giving your store a top-to-bottom cleaning in preparation for the busy fall season, be sure to take down your electric light shades and globes, and clean them thoroughly.

You'll be pleased with the extra gleam and the added amount of light your merchandise receives.

Only **clean** bulbs can make your lighting fixtures do the selling job you planned them to do.

**CAROLINA POWER & LIGHT COMPANY**



## The Campfire Left Burning

The Tossed Match

Cause

170,000 Forest Fires

Annually!

These fires devastate 30,000,000 acres of land

Lower the nation's water supply

Destroy the source of millions of payroll dollars

Burn enough newsprint for every newspaper  
in the United States for 12 months

... enough timber to build 86,000 new homes

*(Figures from American Forest Products Industries, Inc.,  
Washington, D. C.)*

As custodians of forest lands that protect your electric service, the Duke Power Company Forestry Department works closely with all state and federal forestry agencies. In recent years they have reduced annual fire loss on the Company's watershed lands from 5,000 to 250 acres.

**DUKE POWER COMPANY**  
*Serving the Piedmont Carolinas*

## A Growing Dress For A Growing Girl



Mrs. Alice Hopkins of Columbia, S. C., was faced with a problem which perplexed all mothers. Her daughter "Alice" grew out of her dresses frightfully fast before she had hardly worn them. Mrs. Hopkins decided to do something about it. She devised a dress that would grow with the child.

This was the beginning of the Pixie Grow Tall Dress. The dress not only permits growth in the hems, but it grows proportionately in body and width so the child never looks awkward. An ingenious two-button patented waistband arrangement and automatic drop belt loops adjust the waistline in proper position simply by lowering the two magic buttons. The wide four-inch hem in each dress permits lengthening the skirt in appropriate proportion and pleated norfolk bodices permit expansion in width. A little girl can grow in every direction, according to Mrs. Hopkins, and still the dress will provide perfect fit for at least two years.

Mrs. Hopkins opened up a dress wonderland for her little "Alice" — and for mothers all over America. No more sad looking misfit little girls as pictured at left. At right, you see the same dress on the same girl. No more purchasing over-sized dresses for children to grow into. Pixie magic and Pixie growing features now make it possible to have the dress fit perfectly at all times.

Manufacturer is PIXIE GROW TALL, 147 West 35th Street, New York, N. Y.



## REPORT FROM ASHEBORO

### *Credit Women's Breakfast Club*

**The Credit Women's Breakfast Club of Asheboro is just completing its third year. The following report of progress has been submitted to The Retailer:**

The first project of the third year was providing Thanksgiving food for a needy family. Each club member donated food, including meats, fruits, canned goods, and staple groceries, and a committee delivered them to the family. The family consists of a widow, a small boy and two girls. The club "adopted" the children, and always gets them ready for a new school year, with clothes and school supplies. At Christmas they helped buy the "Santa Claus" gifts for the children.

The first year study course has been completed and after an examination, diplomas were awarded to several members. At the same meeting perfect attendance awards for the year 1950 were presented to three members.

Each girl donated Christmas supplies such as paper, ribbon and seals to the men in the Veterans Hospital in Fayetteville.

The club made a tour of the Asheboro Weaving Mill in January. Two guides were on hand to conduct the tour and answer questions. This is one of the largest weaving mills in the entire South and an asset to the City.

In February several members along with Tip Chisholm, a sponsor, attended spring board meeting in Rocky Mount.

The second annual "Bosses Breakfast" held in March, was a tremendous success. The meeting took on an atmosphere of a birthday party with decorations of gladioli and buttercups. Marion Burgess sang "Beautiful Dreamer", most appropriate for an early morning meeting. This was followed by a humorous skit, "The Office Routine When The Boss Is Away", by Ethel Craven and Judy Mabe.

A course in Public Speaking, held in Asheboro High School and conducted by Mr. Harold Harrelson was attended by a number of girls who received certificates at the completion of the six week course.

July was a month for the great out-of-doors. Faye Scott entertained with a chicken barbecue at her home for

the first meeting of the month. The club presented Faye a bouquet of red carnations in appreciation of her fine work. The following meeting was held at the Asheboro Country Club with a picnic supper spread at the lakeside. Several "bosses" and sponsors were present.

At the first meeting in August, a nominating committee was appointed to present a new slate of officers for the coming year. Each member was asked to spend an hour in the Credit Bureau to familiarize herself with its procedure. At the second August meeting, committees were appointed to make plans for the annual "Bosses Night Banquet", which is to be held in October.

This has been a most eventful year, and though much has been accomplished, new tasks are on the agenda for the coming year.

### In Memoriam



**W. T. BUICE**  
Charlotte

William T. Buice, 66, vice president and general manager of J. B. Ivey & Co. of Charlotte and twice president of the Charlotte Merchants Association, died suddenly at a Charlotte hospital on September 3 following a heart attack at his home on the previous evening.

An associate of Ivey's for the past 23 years, Mr. Buice was also vice president of Ivey Realty Co. A native of Hickory Grove, S. C., he was the son of the late Jonathan and Nancy Wilkerson Buice.

Surviving are his widow, the former Miss Alice Glenn Scott of Monticello, S. C.; one daughter, three sons, three brothers, and nine grandchildren.

Active during his years in Charlotte in civic and religious

affairs, Mr. Buice was a member of the board of stewards of Myers Park Methodist Church, chairman of the church's board of trustees and superintendent of the Sunday School.

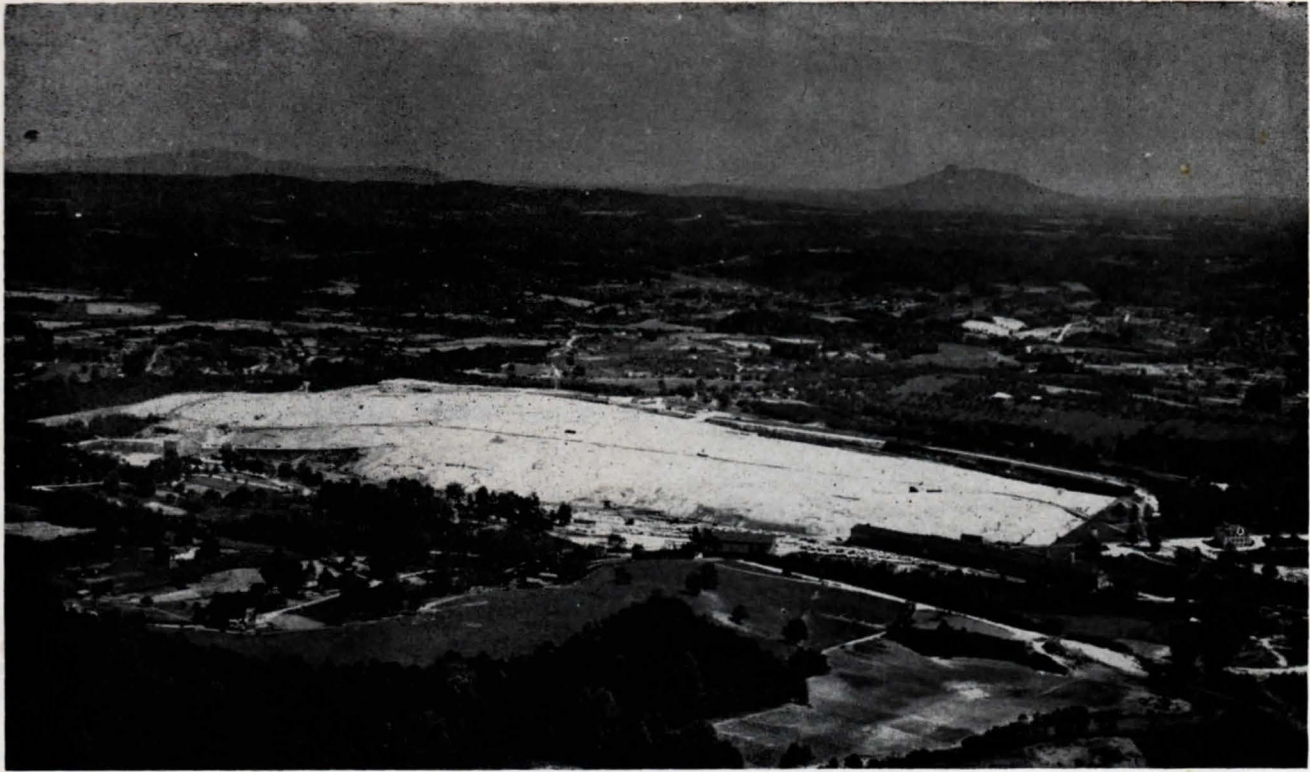
He was for many years a member of the Rotary Club, the Goodfellows Club, and the Charlotte Country Club, and was a charter member of the Charlotte Executives Club. President of the Charlotte Merchants Association at the time of his death, he also held that office in 1944.

### **ROBERT H. DAY** Winston-Salem

Robert H. Day, 52, past president of the Winston-Salem Retail Merchants Association, past president of the North Carolina Jewelers Association, and president of the local Watchmakers Guild, died unexpectedly on September 2 after an illness of one day.

Mr. Day served as manager of the Fred N. Day Jewelry Co. for some 20 years prior to entering business for himself two years ago.

A Winston-Salem native, he was the son of the late Rev. Fred N. Day. Surviving in addition to his widow are one daughter, Margaret Susane Day of Winston-Salem; one sister, Mrs. B. W. Elliott of Durham; and five brothers, Dr. Henry B. Day of Raleigh, Fred N. Day of Carolina Beach, David E. and James C. Day of Winston-Salem, and Louis K. Day of Rocky Mount.



**"THE MOUNT AIRY STORY"**

# THE GRANITE CITY

**... GATEWAY TO THE BLUE RIDGE PARKWAY**

Flanked by foothills on one side and by the Blue Ridge Mountains on the other, there lies a pleasant valley in Northwestern North Carolina just a few miles from the Virginia border.

A century ago, the valley was dotted only occasionally with the cabins of hardy pioneers who matched their wit and strength against the soil and the forest in an effort to eke out a livelihood. Today it is the site of one of the most thriving communities in North Carolina — Mt. Airy, located in Surry County.

About a hundred years ago, a homesteader built a house near what is now the business district of Mt. Airy. He tried unsuccessfully for a time to farm the land but finally gave up in desperation when he realized the property was situated on a solid rock. Today "The Rock," as it finally came to be called, is the largest open faced quarry in the world.

Appropriately called "The Granite City," Mt. Airy has been producing the "grey gold" for several gen-

erations; and the product is used throughout the Nation wherever fine architecture is placed. Examples of this are the Arlington Bridge across the Potomac River linking the District of Columbia with Virginia; and the U. S. Gold Bullion Depository at Fort Knox, Ky.

First man to commercialize on Mt. Airy granite was an Englishman by the name of Tom Woodruff, who came in when the Cape Fear and Yadkin Valley Railway extended its line through the town in 1888. Woodruff had contracted to build terminals along the new line, and when he went in search of building materials he found "The Rock."

So impressed was Woodruff with the quality of the granite that he purchased the property for \$5,000 and began quarrying operations the following year. In 1904 he organized the North Carolina Granite Corporation. In later years, John Davis Sargent, a Vermont stonecutter, became associated with the corporation and

finally became its president. These two men did much to exploit Mt. Airy Granite and place it on the world market — their successors have done even more.

John Prather Frank went on the payroll in 1927 at the age of 20. He was a Duke student at the time and wanted some work to do until the next semester began. At the completion of school, he planned to return to the Orient where he had been reared by missionary parents. But such was not to be the case. Frank was hired on a trial basis with the promise of \$15 for his first week's work period. He got along so well that he was paid \$20 the second week, (quite a salary in 1927) and today he is president of the corporation.

The corporation's vice president is C. Binder, who has been with the quarry since 1916 and has been in quarry work for some 55 years. Employees of the concern own a good portion of the corporation's stock,

The RETAILER

and there are now no stockholders outside North Carolina.

But Mt. Airy is not a one-industry town and never has been. It is probably the most diversified community of its size in the State. Plastics, textiles and furniture are only three of many kinds of manufacturing carried on in "The Granite City." There are eight tobacco warehouses in town, where farmers from throughout the western part of the State and many sections of Virginia bring their leaf for sale. John Gilmer (from whom Tom Woodruff purchased "The Rock") and A. L. Porter started the first tobacco warehouse in 1874.

One of the original tobacco manufacturing plants in the State was al-

so located in Mt. Airy; in fact the manufacture of chewing tobacco was once the chief industry of the town. The *Mount Airy News* commented in 1905 that tobacco manufacturing had been mainly responsible for the town's development. The town had a tobacco factory as early as 1853.

The first industry to spring up, however, was the Hamburg Cotton Mill, started by Jacob Brower around 1850. This started other movements, and the town was going strong until the beginning of the War Between the States. Mt. Airy was the center of trade for miles around in those days when travel over mountain trails was slow and tedious.

During the days of the Reconstruc-

tion, when the South as a whole was struggling to its knees, J. F. and W. A. Moore started cotton and woolen plants. Tanneries and tobacco factories began to produce again, and industrious farmers began to cultivate tobacco. The furniture industry was started in 1891 and today employs some 1,000 persons.

In the early days of this century, Mt. Airy was a summer resort with an active Chamber of Commerce, and vacationers came in by the trainload. Industry, however, was destined to crowd this enterprise into the background.

Incorporated in 1885, the town today has a population of 7,200 within the corporate limits — based on the

# THE DRUGGISTS OF MOUNT AIRY PROUDLY JOIN IN THE SALUTE —TO— MOUNT AIRY

## HOLLINGSWORTH PHARMACY

YOUR FRIENDLY **REXALL** DRUG STORE  
SOUTH STREET — MOUNT AIRY, N. C.

## LAMM DRUG CO.

PHONE 500 MOUNT AIRY, N. C.

*"We Always Sell The Best"*

## W. S. WOLFE DRUG CO.

*Prescription Druggists*

PHONE 53 — MOUNT AIRY, N. C.

## HOLLINGSWORTH DRUG CO.

YOUR FRIENDLY **REXALL** DRUG STORE  
MAIN STREET — MOUNT AIRY, N. C.

## TURNMYRE'S DRUG STORE

*"On The Corner"*

PHONE 58 MOUNT AIRY, N. C.

*"Trade With Your Favorite Drug Store"*

# GREETINGS

FROM

## MOUNT AIRY

AND

## MOUNT AIRY KNITTING COMPANY

\* \* \*

TO OUR LOYAL FRIENDS WHO HAVE

DONE SUCH AN OUTSTANDING JOB

DISTRIBUTING

## SPENCER UNDIES

IN NORTH CAROLINA THROUGHOUT

THE YEARS.



1950 census. Surveys have shown, however, that there are 15,000 persons living within one mile of the town.

Called Mt. Airy probably because of the constant breezes that keep it several degrees cooler than the lowlands in hottest weather; the town is also protected from the severe cold of winter by the surrounding mountains.

Two weekly newspapers — the *Mount Airy Times* and the *Mount Airy News*—keep the town informed as well as do two radio stations, WPAQ and WSYD. Both newspapers began publication in 1880.

Several honors were bestowed on the *News* in January of this year, when the North Carolina Press Association awarded it first place among Tar Heel weeklies for having the best local news coverage. The *News* took second place for the best series of feature stories and honorable mention for its editorial page.

The radio stations are, of course, among the newer enterprises in Mt. Airy, WSYD being the latest.

Station WPAQ is probably one of the most complete 1,000 watt stations

in the South. Under the able management of Ralph Epperson, the station has set a standard seldom equalled among small stations. The ultra modern studios are situated on a knoll just outside town in the same area where the antennae are located. To add to the comfort of visitors, a television set (believe it or not) is placed in the auditorium, and visitors are invited to come in and view sports events, etc.

Mt. Airy's oldest retail business house still operating is the W. E. Merritt Company. Second and third oldest, respectively, are Leonard Jewelers and First National Bank.

Not to be omitted from any story about Mt. Airy are its churches,

which in a large degree influence the life of the community. Local citizens are proud of their religious institutions, and they give much credit to them for the continued welfare of their town. Virtually every street in town has a church where the strains of hymns of all faiths can be heard on Sunday mornings.

Juvenile delinquency is practically non-existent in Mt. Airy today, but this has not always been the case. Six years ago, the police received 1,500 complaints in a 12-month period where youths were involved. Last year, there were only 24 such complaints. This reduction of juvenile crime is largely due to a program started in 1949 by Probation Officer

**BLUE RIDGE HOTEL**  
**NEW WILLOW HOTEL**  
**BLUE RIDGE COFFEE SHOP**  
**MOUNT AIRY, N. C.**  
**MEMBERS OF THE NATIONAL HOTEL ASSN. AND**  
**THE NORTH CAROLINA HOTEL ASSN.**

**W**<sup>e</sup>  
**P**<sup>rovide</sup>  
**A**<sup>dditional</sup>  
**Q**<sup>uality</sup>

For MOUNT AIRY's  
Further mercantile, industrial,  
civic, and economic promotion  
and progress.

*"The Station of Service"*

**WPAQ**  
1000 Watts                      740 On Your Dial

**Mount Airy, N. C.**  
RALPH EPPERSON, Mgr.

James H. Shaw, Police Chief Monte Boone, Juvenile Judge Wilson Barber, Former Police Commissioner W. E. Merritt, Jr., and a number of other interested citizens.

It used to be that when a police car pulled up in front of a youth's house, he beat it out the back door — wondering what they had on him this time. Today, he is more likely to walk eagerly out to the car, fishing tackle slung over his shoulder; for every Tuesday during the summer Police officers round up a group of

boys and take them fishing at Merritt's lake outside town. This comradeship between boy and policeman has done much to curb juvenile delinquency.

A sizable volume could be devoted to "The Mount Airy Story," and still a lot would be left untold. The foregoing facts are far from being comprehensive due to space limitations. One must make a personal visit to "The Granite City" in order to fully appreciate its spiritual and economic virtues.

## Renfro Hosiery Mills Is Mt. Airy's Largest Plant

(See Photo on Page 15)

This pretty miss is an employee of Renfro Hosiery Mills in Mt. Airy, and the raw materials she works with will ultimately become anklets for ladies, misses and children. The products are sold exclusively through the better chain stores. Renfro is the largest industrial plant in Mt. Airy and has been in operation since 1920. Officers of the company are three brothers, O. K. Merritt, president; Hugh L. Merritt, vice president; and W. E. Merritt, Jr., treasurer; and Robert M. Smith, secretary; and Frank Sydnor, assistant secretary.

There are approximately 4,000 employees in the textile industry in Mt. Airy.

★ ★ ★

BURLINGTON merchants observed "Elon College-Burlington Day" on September 10, and several of them awarded prizes to lucky students at that time. A successful "Dollar Days" promotion was held September 21-22.

## The Mount Airy News

*Under Present Management Since 1904*

### - 1950 PRESS AWARDS -

*(Weekly Division)*

FIRST PLACE— Best Local News Coverage.

SECOND PLACE— Best Series of Feature Stories.

HONORABLE MENTION— Editorial Page.

W. M. JOHNSON

W. H. JOHNSON

J. E. JOHNSON

# RENFRO HOSIERY MILLS

*Manufacturers of high quality children's  
hosiery*

Leaders Since 1921

## Two Weekly Newspapers Grew Up With Mt. Airy

The Town of Mt. Airy has two thriving newspapers — both Democratic and both weeklies — that keep the town posted on current events. Both papers are approximately the same age, having started publication in 1880.

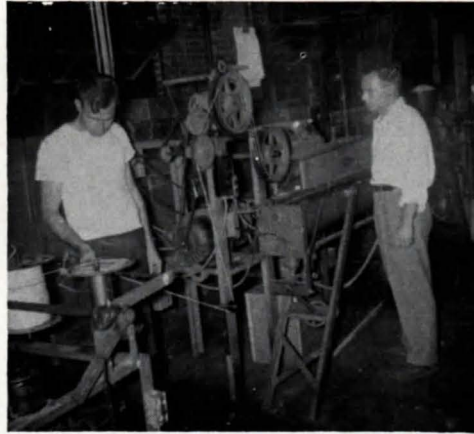
The late T. J. Lowry published the first issue of the *Yadkin Valley News*. The name was later changed to *Mt. Airy News*, and in 1904 a father and son team — J. E. Johnson and W. M. Johnson — purchased it and have published it continuously since that time.

R. E. Ashby is the present publisher of the *Mt. Airy Times*. This wide-awake journal was started in 1880 by the late Thomas L. Henritze and, like the *News*, has faithfully recorded the town's progress through the years.

Both papers enjoy a wide readership in the surrounding counties, and when people move away they have the paper sent to them wherever they go. Proof of this is in the response THE RETAILER has received from notices in both papers that Mt. Airy would be featured in the October issue.

Since the story appeared in late August, the magazine has been bombarded with requests for copies. They come from such distant places as Trenton, N. J., Watertown, Wis., Washington, D. C., Augusta, Ga., and Salt Lake City, Utah. Joseph D. Vaughn writes that he left Surry County 50 years ago — in 1902 — and has lived in Salt Lake City for the past 39 years. He is still interested in his "old stomping ground," however, and he keeps up with its progress by regular subscription to the hometown papers.

## CAROLINA INDUSTRIAL PLASTICS CORP.



The machine above, part of the equipment of the Carolina Industrial Plastics Corporation in Mt. Airy, is used to convert tiny bits of plastic

into insulated covering for electric wiring. Worker at right stands by vat where plastic is dumped; the one at left guides the finished product onto a spool.

One of Mt. Airy's newest plants, Carolina Industrial is probably the only industrial plastic manufacturer in the South. It is one of the largest suppliers of heater cable for electric blankets and also supplies cable for radiant heat in the TVA area. In addition, the plant supplies many gaskets for home appliances.

Begun in 1945 on a very small scale, the plant began expanding in 1948 and is continuing to increase its capacity. Although 60 employees operate on three shifts, the plant is unable to supply all the demands for its products.

**Salutations to MOUNT AIRY  
Merchants and Manufacturers**

# MOUNT AIRY TIMES

**A Weekly Newspaper For A Greater Mount Airy  
and Surry County**

COMMERCIAL PRINTING

ESTABLISHED 1880

R. E. ASHBY

W. J. SEIGLER

MANAGERS

# CAROLINA INDUSTRIAL PLASTIC CORP., Inc.

## VINYL PLASTIC EXTRUSIONS

MOUNT AIRY, NORTH CAROLINA

**Mt. Airy Knitting Co.  
Makes Infants' Underwear**

The product this worker is turning out at Mt. Airy Knitting Co. is probably destined to become part of the layette for a new baby. It will likely become a tiny undershirt and will be sold in an infants' wear or department store under the name, "Spencer," well-known trade name in the juvenile underwear field.



Now operating in its 26th year under the same management, Mt. Airy Knitting has just completed a \$1,000,000 Army contract for under-

**MT. AIRY'S OLDEST BUSINESS  
DATES BACK TO 1888**



Now known as W. E. Merritt Company, the hardware store shown here was started in 1888 by the late W. E. Merritt (upper inset) as Mt. Airy Hardware. W. E. Merritt was a pioneer merchant of Mt. Airy, and the business he founded is now the oldest local retail firm in existence. Haywood Merritt, (lower inset) son of the founder, now heads the firm which occupies this entire corner building, utilizing three stories and basement. Partners in the firm are J. W. Parker and B. A. Jarvis. The elder Merritt died in 1946.

★ ★ ★

shirts and drawers. F. L. Hatcher is president and treasurer of the firm, and J. H. Crossingham is secretary and general manager.

The Hardware Dealers of Mount Airy proudly join in THE RETAILER'S salute to MOUNT AIRY.

**HOLCOMB HDWE.**

FOR  
Householders Farmers Builders

EASY TO FIND  
EASY TO TRADE WITH

**W.E. MERRITT HDWE.**

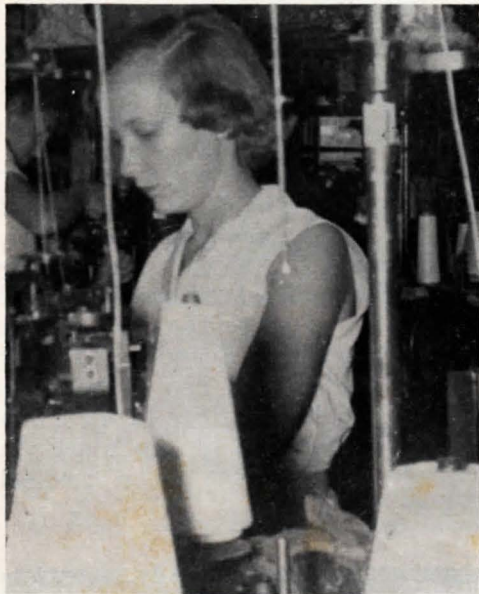
Mount Airy's oldest retail establishment is proud to join in this salute to Mount Airy and to W. S. Wolfe, President of the N. C. Merchants Association, Inc.



### Handicapped Aid

(Continued from page 3)

Think these facts over, as the Nation observes National Employ the Physically Handicapped Week, October 7-13. Think them over in the light of the growing manpower needs of our defense production program. To fail to employ the physically handicapped in jobs for which they are qualified doesn't make sense. We cannot afford, in this hour of national crisis, to waste our manpower.



**Renfro Hosiery Mills**  
(See story on page 12)

#### PHOTO CREDITS:

(Mt. Airy Section)

**De Cleve**

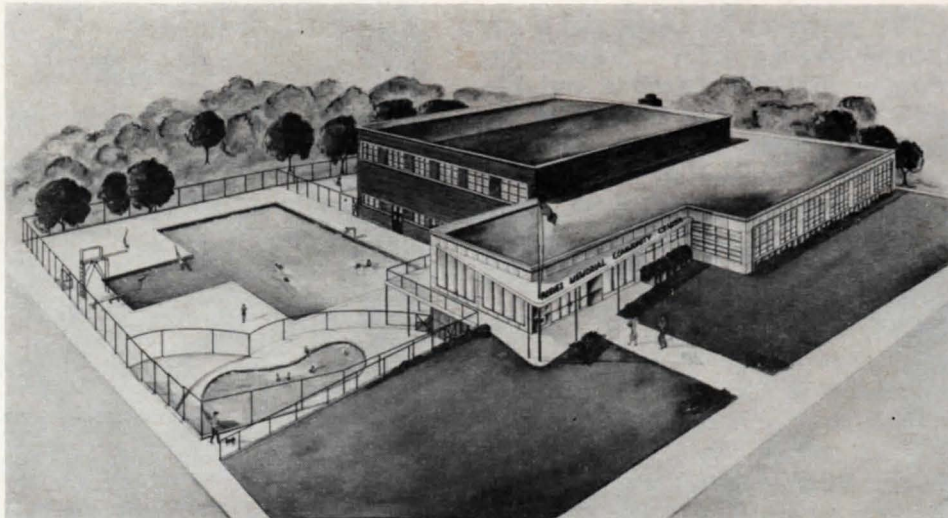
**Eckenrod**

**Frank Baughn**

**RETAILER Staff**

Halftone cuts courtesy of Martin Memorial Hospital and North Carolina Granite Corporation.

## MT. AIRY'S COMMUNITY CENTER



This is an architect's drawing of the Reeves Memorial Community Center now under construction in Mt. Airy. Being built and equipped at an estimated cost of \$550,000, the center represents a dream that was converted into reality by a group of civic-minded citizens. Mt. Airy's Mayor W. F. Carter, Jr., says virtually everyone in town had a part in making the dream come true and that citizens worked together in a real community spirit. The man at the helm in organizing to raise funds for the project during the past eight years, however, was Jim Yokley, a local furniture manufacturer and a man who is usually found at the forefront in any organized effort to make Mt. Airy a better place in which to live and work. Jim is reluctant to take the credit, however, and always points to the many civic clubs, churches, firms, and individuals without whose help his efforts would have been in vain.

The drive for funds was carried out by a committee of independent citizens, and some \$500,000 has been raised to date. Yokley says the group is hoping to retire the indebtedness on the center within 12 months. In addition to cash, many firms donated materials for the building. Facing stone was contributed by North Carolina Granite Corporation, and all of the doors were donated by the Carolina Industrial Plastics Corporation. In addition, many local retail merchants gave material.

Tests made in Detroit recently show that it takes more gasoline to operate a car when tires are deflated four pounds below the specified pressure, and the experts recommend full inflation. This is the only type of inflation we have seen that had anything in its favor.

“COMPLIMENTS OF

**MOUNT AIRY MIRROR COMPANY**

MOUNT AIRY, NORTH CAROLINA

Manufacturers of quality plate glass mirrors for your home, sold by your furniture dealer. We supply high grade mirrors to many leading manufacturers of bedroom furniture.

Division of Messer Industries  
GALAX, VIRGINIA”

## MT. AIRY HOSPITAL SERVES TWO STATES

The people of Mt. Airy and Surry County — and nine surrounding counties in North Carolina and Virginia — are proud of the Martin Memorial Hospital. They stand behind it, and they depend on it in time of sickness. This is the place where many of them caught their first glimpses of daylight and ejected their first wails.

Built in 1913 by Mrs. B. A. Irvin as a 12-bed unit, the hospital was purchased in 1915 by Dr. Moir S. Martin, who named it in honor of his late father, Dr. R. S. Martin of Stuart, Va. Two additions were made to the hospital during the first few years Dr. Martin was associated with it, and by 1943, it could accommodate 75 patients. In 1918, a training school for nurses was activated, and there are some 40 student nurses in training at present.

Although he sold the institution to the Duke Foundation in February, 1934, Dr. Martin remained as chief of staff — a post which he still holds today. The hospital boasts a staff of



12 doctors and 14 graduate nurses. Dr. Renzo Sutter heads the laboratory, Dr. E. C. Ashby serves as associate chief of staff and medical director, and Dr. R. C. Mitchell heads the medical staff. House doctors are Dr. T. C. Britt, Jr., and Dr. Phil Barringer. Mrs. Bertha Ashby is director of nurses, and Lawrence C. Walker is in charge of the business office.

The hospital is administered by a

local board of trustees including J. Raymond Smith, Chris Binder, Fred Folger, R. C. Llewellyn (deceased), Dr. Edward C. Ashby, and Dr. Moir S. Martin. It serves an estimated population of more than 100,000 in the area between Roanoke, Va., and Winston-Salem and has consistently held the highest ratings in the country. It is approved by the American College of Surgeons as a medical center.

Adv.

### PROSPECTIVE NURSES TRAIN AT MOUNT AIRY



Picture shows the class of student nurses who entered the nursing school September 2, 1951. Classes enter each year in September. High school graduates may obtain information concerning the school and application forms by writing:

**The Director of Nurses**

**MARTIN MEMORIAL HOSPITAL**

**MOUNT AIRY, NORTH CAROLINA**

The head of this hospital is a man of many interests. Still an active horseman, he took honors in 1950 with his thoroughbred, "Honeygold,"

a beautiful seven-year-old strawberry roan. "Honeygold" was acclaimed champion amateur walking horse of the world. Besides his interest in

horses and his busy schedule as a physician, Dr. Martin still finds time to serve on the State Board of Nurses Examiners.

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★ ★ ★

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## MT. AIRY'S LEAF MART HAS HIGH AVERAGE



Mt. Airy has been a tobacco marketing center since 1885 and, in 1950, had an average of \$52.30 — the highest average of any market in the Old Belt. From the activity indicated in the above photo, taken in the early days of the 1951 season, it appears that this year will be equally as good or better. An unofficial survey of growers patronizing the local market shows that more and more farmers from various parts of the State are driving many miles to get their weed on the Mt. Airy market as a result of the high average. The market sold 15,212,612 pounds in its eight warehouses during the 1950 season — a gain of 1/3 over 1949. This market, with 200,000 square feet of floor space, is the largest market in the State having only one set of buyers.

**Mr. Farmer!**  
**We Invite You To**  
**Sell Your TOBACCO In**  
**MOUNT AIRY**  
**NORTH CAROLINA**  
*Fastest Growing Market*

(MOUNT AIRY TOBACCO BOARD OF TRADE)

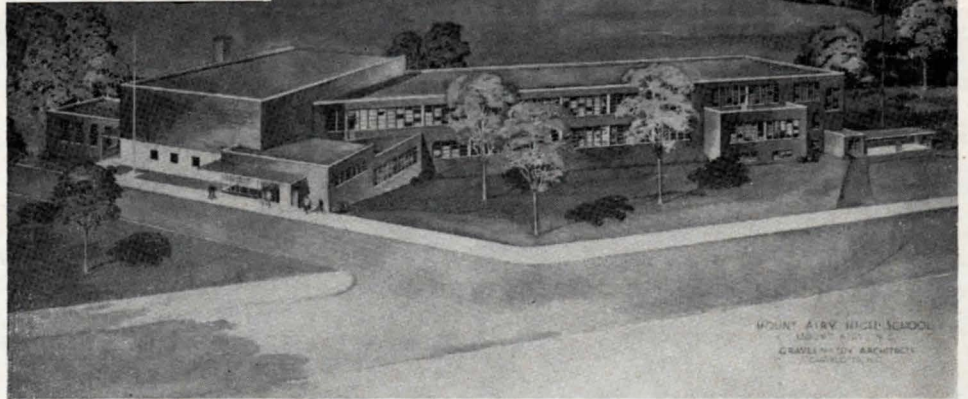
## THE NEW HIGH SCHOOL

Mt. Airy citizens point with a great deal of pride to their newly completed high school building, which opened its doors for the first time when school began in September.

With a population of some 3,000 students enrolled, the old building became too small for the ever-increasing enrollment of pupils in a growing town; and the school's benefactors began working on plans to increase space. A Surry County bond issue produced \$400,000, the State contributed \$129,118.52, and the County promised an additional \$25,000 for equipment.

Prior to this year, the old building served as classrooms for all grades; the new structure will be used exclusively for high school students, thus relieving congestion throughout the city.

The Mt. Airy school system has always set a high standard in the academic field and has been an accredited school by the Southern Association for many years. Much of its progress can be attributed to Prof. L. B. Pendergraph, superintendent



An architect's sketch of the new Mt. Airy High School — recently completed at a cost of approximately \$570,000. Prof. L. B. Pendergraph, superintendent of Mt. Airy Schools since 1928, is shown in inset.

since 1928, an efficient faculty, and a conscientious and progressive school board.

The five-member school board consists of Dr. Moir S. Martin, chair-

man; W. I. Monday, vice chairman; Roy Nelson, R. M. Smith, and W. S. Porter. The Chairman and the Vice Chairman have each served on the board for the past 25 years.

# WE JOIN IN THE SALUTE TO **MOUNT AIRY**



AND TO OUR FELLOW CITIZEN, W. S. WOLFE, PRESIDENT OF THE NORTH CAROLINA MERCHANTS ASSOCIATION.

## **BELK'S DEPT. STORE**

Mount Airy, N. C.



Mt. Airy has a wide-awake merchants association that has thus far provided the North Carolina Merchants Association with two of its presidents. Boasting approximately 125 active members, the Association has two full-time employees, a president and 12 directors. Those shown above are, left to right, Thomas Fawcett, treasurer; R. D. George, H. P. Mills, F. S. Kurtz, Floyd Rees, Fox Lawrence, Mrs. John A. Browne, executive secretary; Haywood Merritt, president; W. S. Wolfe, state director; Mrs. John M. Gwyn, assistant secretary; E. C. Belton, Jr., P. A. Tyndall, W. R. Boyles, Roy Hutchens, and W. H. Holcomb, vice president. No one seems to remember just when the local association was started, but it was reorganized in 1928 and has been going strong since that time.

The Leading Jewelers of  
Mount Airy are proud to  
participate in this Salute  
to MOUNT AIRY

\* \* \*

*Carl W. Steele*

YOUR JEWELER  
MOUNT AIRY, N. C.

LEONARD'S

JEWELERS SINCE 1893

MOUNT AIRY, N. C.

## Mount Airy Merchants Gave Two Presidents To State Association

W. S. Wolfe, 1951-52 president of the North Carolina Merchants Association, is the second Mt. Airy merchant to hold this distinguished post in the history of NCMA. The first one was J. G. Harrison, who served during the 1935-36 convention year.

Known as "Will" or "Billy" among his hometown cronies, Wolfe has always been recognized locally as a born leader. Active for the past 30 years in the local Association, he had a part in its reorganization in 1928, when he became part-time secretary. During the years since that time, he has been continuously active either as an officer or a director. For more than 10 years, now, he has served as a director of the North Carolina Merchants Association.

In private business Will Wolfe is owner and manager of the W. S. Wolfe Drug Company; and despite the many hours he gives to his Association, he still finds time to operate a successful pharmacy. He is the first druggist ever to become president of the North Carolina Merchants Association.



W. S. Wolfe  
NCMA President

A lifelong resident of Mt. Airy, Wolfe is known intimately to three generations of local citizens. His wife, Susan, was a classmate all through public school; and he says that practically the whole class paired off and finally married.

Aside from Merchants Association work, Wolfe is very active in the civic life of his city. A veteran of overseas duty in World War I, he is a member of the American Legion, is past Master of the Masons in Mt. Airy, a member of the Shrine Club, a member and president of District 3 of the North Carolina Pharmaceutical Association, and vice-chairman of the Board of Stewards of the Central Methodist Church.

### TRADE NEWS

## Department Store

SAYCO Doll Corporation's Christmas line features a Big-as-Life Rubber Baby Doll which comes ready to wear a child's size 1 clothes, the company has announced.

# Efird's

## SALUTES MOUNT AIRY

*"A Friendly Store In A Friendly City"*

WE INVITE YOU TO VISIT OUR SHOP WHEN IN NORTH-  
WESTERN N. C. CARRYING A POPULAR PRICE LINE OF  
NATIONALLY ADVERTISED MERCHANDISE.

## SURRY BOARD OF HEALTH HAS EXTENSIVE X-RAY SETUP, QUALIFIED STAFF

LOCAL HEALTH OFFICER HEADS TRUDEAU SOCIETY

MT. AIRY IS STATE HEADQUARTERS FOR CANCER SOCIETY

The Surry County Board of Health has one of the most extensive and best-equipped units in the State for making X-ray examinations in an effort to detect and arrest cases of tuberculosis. Not only that, but it also has a qualified staff of nurses, doctors and technicians to administer the service.

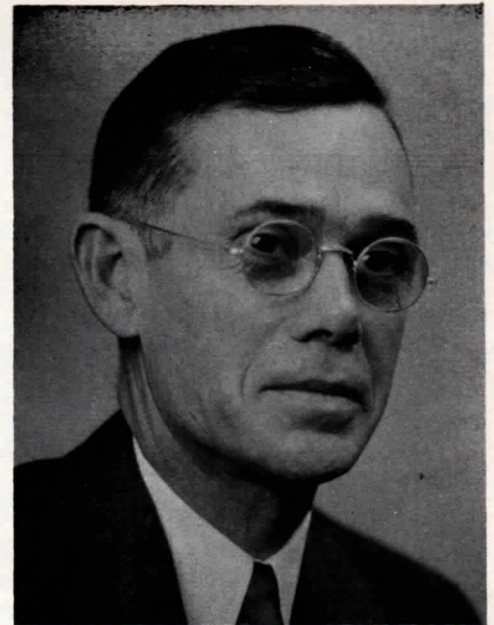
Dr. R. C. B. Franklin, County Health Officer, is president of the North Carolina Trudeau Society which works in close harmony with the T. B. Association. Dr. Franklin is also on the Executive Committee of the State T. B. Association.

Assisting Dr. Franklin is Sanitarian John R. Cruse, X-ray Technician Frank L. Sanford, Public Health Nurses Mrs. Fred Smith, Mrs. Iris Horton, Mrs. Daisy Crouse, Miss Bernice Harris, Practical Nurse Mrs. Betty Cruse, Clerk Mrs. Ralph Monroe; and last but not least, Miss Louise Bailey, the organization's ef-

ficient secretary for the past 16 years. Miss Bailey is chairman of the Christmas Seal sale in the city and has been active in this work for a number of years.

The Board maintains branch offices in Elkin, Dobson and Pilot Mountain.

The people of Mt. Airy are vitally interested in the health of the community as well as that of the State and the Nation. In this connection, the North Carolina Division of American Cancer Society has its headquarters there. Mrs. George E. Marshal of Mt. Airy is executive vice president and State commander.



**WILLIAM FRANK CARTER, JR.**  
Mayor of Mt. Airy

William Frank Carter, Jr., Mt. Airy's popular mayor, has served six years in this capacity; but he is not the first Carter to hold such office. Near the turn of the century, the present mayor's father served two terms as mayor of Mt. Airy.

An energetic booster of his town,

THE FURNITURE DEALERS OF MOUNT AIRY PROUDLY JOIN IN  
THE RETAILER'S SALUTE TO **MOUNT AIRY**

**B AND O FURNITURE CO.**

MOUNT AIRY

and

WINSTON-SALEM

*"A Little Better For A Little Less"*

**FULLER'S**  
INCORPORATED

**Furniture**

MOUNT AIRY, N. C.

*"Where Good Furniture Costs Less"*

**JOHN D. THOMPSON FURNITURE  
COMPANY**

Everything For the Home

105 N. Main Street — Telephone 140

MOUNT AIRY, N. C.

**CARTER FURNITURE  
COMPANY, Inc.**

MOUNT AIRY, N. C.

Carter is past president of the Mt. Airy Merchants Association, and he is currently co-owner with W. H. Carter of Carter Furniture Company and operator of Carter Hosiery Mills.

A 1912 graduate of Davidson College, he has served on both the school board and the town board in past years.



**MOST WORSHIPFUL  
HERBERT M. FOY**  
Grand Master of Masons  
in North Carolina

In addition to being the home of the president of the North Carolina Merchants Association, Mt. Airy is also the home of North Carolina's Grand Master of Masons.

He is Most Worshipful Herbert M. Foy, a Mt. Airy Native and a 33rd Degree Mason. His list of degrees and other honors is too extensive to enumerate here.

The Masonic Temple in Mt. Airy is one of the finest to be found anywhere, and its tangible value is some \$50,000. Housing all branches of York



**Mt. Airy's \$50,000 Masonic Temple—housing all branches of York Rite Masonry.**

Rite Masonry, the building is entirely free of encumbrance. In addition to the Temple, a gasoline station is located on the property, and the rental fee from it helps to defray operating expenses.

Officers are H. P. Mills, master; C. M. Baber, senior warden; P. D. Webster, junior warden; C. Binder, treasurer; J. C. Hill, secretary; P. D. Cain, Jr., senior deacon; R. J. Callo-way, junior deacon; James R. Bray and C. Hylton Wright, stewards;

James F. Elder, tiler; and W. E. Burrus, chaplain.

Renfro Lodge No. 690 also meets in the Masonic Temple with C. B. Shelton, master.

#### Other Groups

Among other fraternal and civic organizations in Mt. Airy are Shrine Club, Kiwanis, Lions, Rotary, Exchange, American Legion, and Veterans of Foreign Wars. All of these work together in a community spirit for the continued progress of Mt. Airy.

# HARRISON'S

MOUNT AIRY'S LARGEST EXCLUSIVE LADIES WEARING  
APPAREL STORE

*Famous For Style-Quality-Service For  
More Than Fifty Years*

— J. G. HARRISON

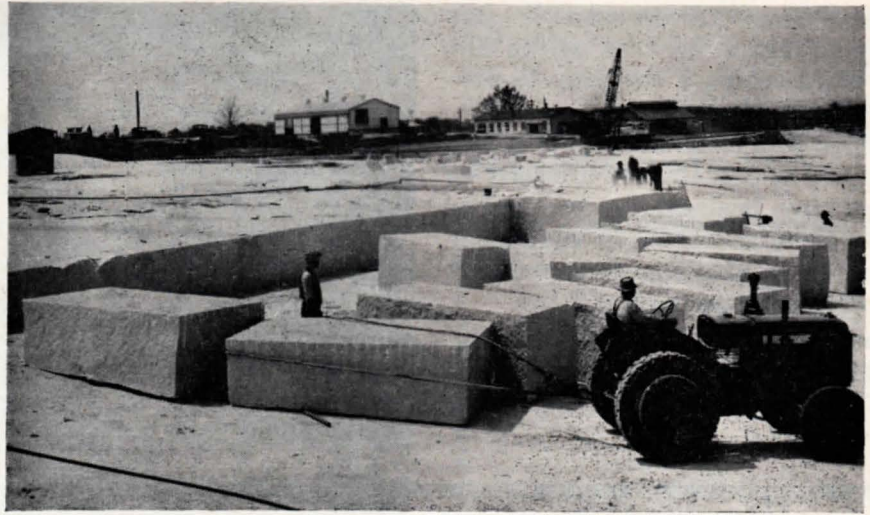




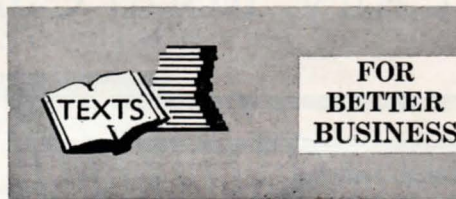
Dr. R. B. C. FRANKLIN  
Surry County Health Officer



DR. MOIR S. MARTIN  
Chief of Staff  
Martin Memorial Hospital



Here is a scene on "The Rock," giant boulder from which the North Carolina Granite Corporation has been daily removing tons of granite for shipment all over the country for many years. Stones from regular building block size to the huge ones shown above are traced out in the raw granite with power drills much the same way the ice man cuts out the desired size and shape in ice. They are later separated with a small charge of explosives. As the photo indicates, tractors are used extensively in moving the blocks around. In addition, a tiny locomotive runs on a track right out across "The Rock," making connections with flat cars on a rail siding nearby.



#### Christmas Program

"Planning Your Christmas Program," a seven-page booklet on holiday promotions, has just been released by the North Carolina Merchants Association.

Designed to aid local merchants groups in working out their programs, the booklet has been mailed to Merchants Associations and other organizations with merchants divisions (throughout the State.) Suggestions contained therein have proved valu-

able in past years in working out a unified promotion for the community.

#### Cost of Burned Records

A new eight-page folder pointing up the pitfalls of inadequate record protection has been issued by Remington Rand, Inc.

Titled "The Cost Of Burned Records", the folder leads off with some grim percentages of the fate of businesses whose records have gone up in smoke. The example, 43 per cent of companies so affected go out of business.

Emphasized also is the shaky position in which firms find themselves when they try to collect fire insurance and accounts receivable or to resist

# FEDERAL MOTOR EXPRESS

*"Another Load of Service"*

MOUNT AIRY  
PHONE: 744

WINSTON-SALEM  
PHONE: 3-2465

unjust claims. Government is also shown to take a dim view of the fire alibi when asking a company to produce its records.

Folder goes on to list those "pieces of paper" which are the lifeblood of almost any business. A back page shows those measures in equipment and methods available to insure 100 per cent protection.

The piece may be obtained by writing for SC 707 to Management Controls Division, 315 Fourth Avenue, New York.



## MT. AIRY FURNITURE

**MASS PRODUCTION** — This photo shows a worker in one of Mt. Airy's furniture plants operating a machine that does the fancy carving on some twenty chair legs simultaneously. Worker sits in the center and traces a pattern — guiding each drill into its proper place on the piece. A previous operation on another machine had cut the pieces of wood into rough leg shapes. The four furniture plants in Mt. Airy each produce only quality furniture and market them

*For Better Merchandise*

*It's Always . . .*

**JACKSON BROS.**

Mount Airy, North Carolina

**The North Carolina Granite Corp.**

*Quarriers of white,  
Mount Airy granite since 1889*

★ ★ ★

**PRODUCERS OF GRANITE FOR FINE MEMORIALS,  
BUILDINGS AND BRIDGES AND MANUFACTURERS OF POULTRY GRANITE.**

with no trade name except "Mount Airy Furniture." Mt. Airy is one of the oldest furniture centers in the country, having started in this field

★ ★ ★

★ ★ ★

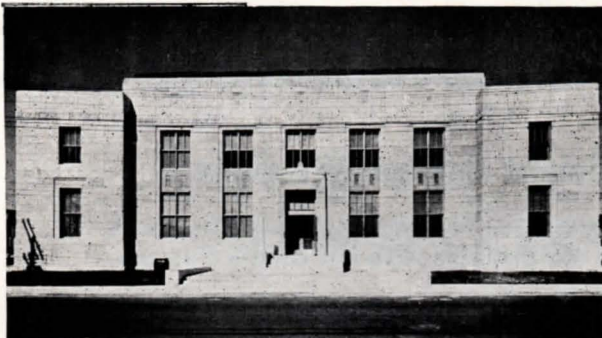
in 1891. At about that time, E. H. Kochtitzky of Missouri came in and set up the first plant. J. A. Yokley began similar operations soon after. The furniture industry now employs some 1,000 persons in Mt. Airy.



Another project in Mt. Airy of which its citizens are justly proud is the Country Club, pictured above. Located one mile from the center of town, the club boasts a swimming pool, a nine-hole golf course and a spacious clubhouse. The club opened its golf course for the first time on June 5, 1927. In addition to President J. B. Lewis, there are four officers and a nine-man board of directors.

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### MT. AIRY'S GRANITE POST OFFICE



An impressive structure built of Mt. Airy granite is the United States Post Office at Mt. Airy, which last year handled \$200,000 worth of business. A first-class post office, it is administered by Postmaster Thomas Ashby, Assistant Postmaster Guerne Robertson, and Superintendent of Mails T. E. Kiger.

**WOOD'S 5-10-25**

PROUDLY SERVING THE  
CAROLINAS AND PROUDLY  
SERVING **MOUNT AIRY** AND  
SURROUNDING COMMUNITY.

### A Complete Family Shoe Store

\*\*\*

W. R. BOYLES — O. R. BOYLES

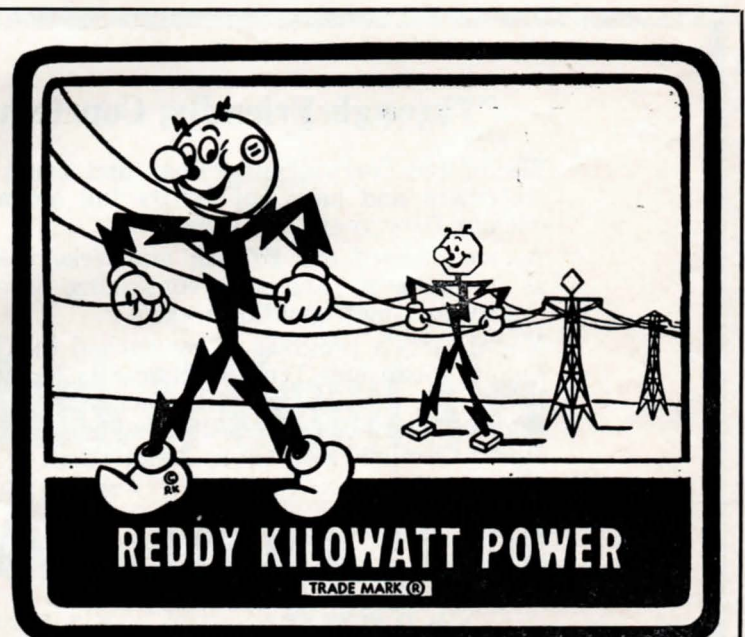
*Boyles*  
— SHOE STORE —

\*\*\*

A MOUNT AIRY INSTITUTION

1933

1951

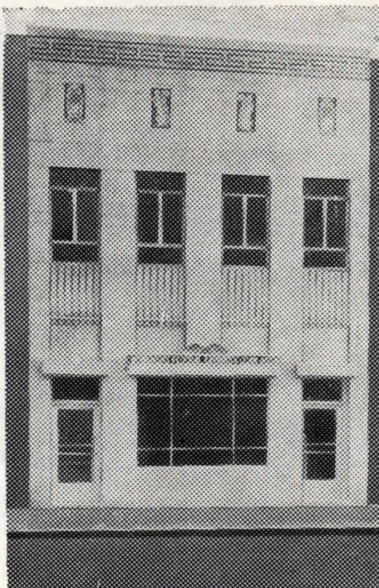


*At Your Service*  
*24 hours a day!*  
**Tide Water Power Company**

## These Three Institutions Protect Mt. Airy's Financial Resources



**Surry County Loan and Trust  
Company of Mt. Airy**



**Workmen's Cooperative Savings and  
Loan Association**



**Mt. Airy's First National Bank**

Solid as the Mt. Airy Granite of which they are constructed, three institutions have grown up with the town. In times of prosperity, they

have prospered with it; in leaner times, they have suffered along with everyone else. At all times they have served as financial counsellor and

friend to the populace.

They take a vital part in community development, for they know

(Continued on page 28)

### "Through Friendly, Courteous, Efficient Service We Grow."

We, of the Surry County Loan and Trust Company believe in the principle of the above statement and have applied its full meaning in all our dealings with our clients throughout our fifty years of service.

As we marked our fiftieth anniversary last August we viewed our growth with pride as it has kept pace with continuing development and economic progress of our city, county and metropolitan area.

Mount Airy's progress is recognized in The Retailer's salute to our city. The Surry County Loan and Trust Company is happy that Mount Airy has received this justified honor. We are also proud to join with our fellow citizens in expressing our gratification that as Mount Airy is saluted, so is one of our fellow citizens, W. S. Wolfe, President, North Carolina Merchants Association.

## SURRY COUNTY LOAN AND TRUST COMPANY

**M. C. FOWLER**  
*Chairman of Board*

**R. P. JONES**  
*Vice President*

**B. S. ROBERTSON**  
*Assistant Vice President*

**R. F. ALLRAN**  
*Secretary and Treasurer*

**W. L. GLANCY**  
*President*

**J. D. LEWIS**  
*Vice President*

**J. D. YORK**  
*Assistant Vice President*

#### DOBSON OFFICE

**J. HERMAN GOE**  
*Vice President*

**MRS. FRANCES G. SCOTT**  
*Treasurer*

MEMBER FEDERAL DEPOSIT INSURANCE CORP.

Through our fifty-eight years of continuous service, we have been deeply appreciative of the confidence the people of this area have displayed in our institution by making The First National Bank their financial headquarters. We will exert every effort in the future as we have in the past, to warrant your continued confidence.

The officers, directors and staff of The First National Bank are happy to participate in THE RETAILER's salute to **Mount Airy**, its people and its facilities, and to join with our friends and neighbors in congratulating our fellow citizen, W. S. Wolfe, on his election as president of the North Carolina Merchants Association, Incorporated.

**D. C. RECTOR**  
President

**G. THOS. FAWCETT**  
Cashier

# The First National Bank of Mount Airy

ESTABLISHED 1893

MOUNT AIRY, N. C.

*Resources Over \$7,000,000.00*

**MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION**

### Three Institutions

(Continued from page 26)

that what affects the community affects them directly. By the very nature of their business, they are constantly geared to the tempo of Mt. Airy's business, industrial and agricultural activities. These three handle the large annual payrolls of the town and the tremendous volume of currency that flows through the eight tobacco warehouses. They provide capital for industrial expansion — and they also lend Joe Doaks the money to add a room to his house or to build a garage. Their most important function, probably, is safeguarding the savings of the rank and file citizen.

These three are the Surry County Loan and Trust Company, the First National Bank and the Workmen's Cooperative Savings and Loan Association.

The one-line will of a Tennessee millionaire who died penniless: "Being of sound mind, I spent it on myself."—*Quick.*

The use of the telephone has become an integral part of the American Way of Life. We are happy to have a part in this fast growing industry.

Our Company operates in some of the most progressive areas in the Old North State.

Our net gain in telephones, in this State, since V-J Day has now reached over 116%. There are still many problems ahead, but our goal is to give more and more people better and better telephone service.



## CENTRAL TELEPHONE COMPANY

W. S. BEDDINGFIELD

*District Manager*

Mount Airy, North Carolina

# HAYNES TEXTILE COMPANY

Mount Airy, N. C.

*Manufacturers of QUALITY Lingerie for more than twenty-two years*

Ladies



Misses



Children

NYLON

RAYON

SILK

COTTON

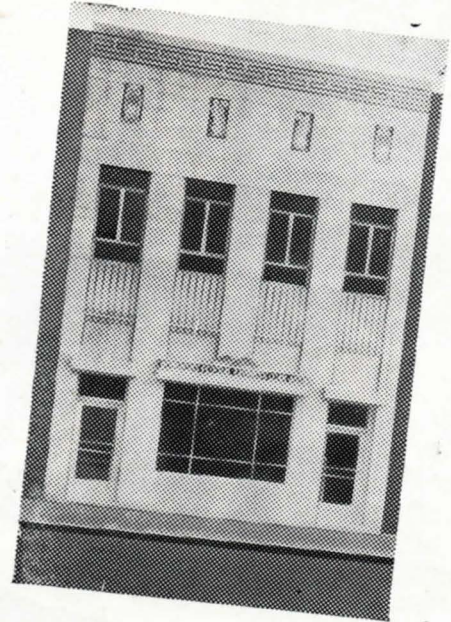
A well known and LABELED line

QUICK DELIVERIES

THOROUGH SERVICE



# **THE \$6,500,000 WORKMEN'S FEDERAL SAVINGS**



## **AND LOAN ASSOCIATION**

is proud to be a part of the continuing growth and progress of Mount Airy and its surrounding area, and is honored by the confidence the people of this community have placed in our institution through the years.

**R. D. GEORGE**

### **OFFICERS**

**DR. MOIR S. MARTIN, President**  
**M. H. SPARGER, Vice President**  
**R. D. GEORGE, Secretary-Treasurer**  
**J. W. PRATHER, Asst. Sec.-Treasurer**  
**MISS NELLIE H. FRYE, Teller**

**MISS FRANCES CHANDLER, Teller**  
**MRS. R. D. GEORGE, Teller**  
**MRS. BERTIE H. GWYNN, Teller**  
**MRS. FLOSSIE H. EPPERSON, Teller**  
**MISS NINA BRINTLE, Teller**

### **DIRECTORS**

**J. S. BELTON**  
**A. B. CARTER**  
**R. D. GEORGE**

**W. M. LEWIS**  
**G. C. LOVILL**  
**DR. MOIR S. MARTIN**

**WADE C. MOODY**  
**JOHN SOBOTTA**  
**M. H. SPARGER**

**A. G. WEBB**

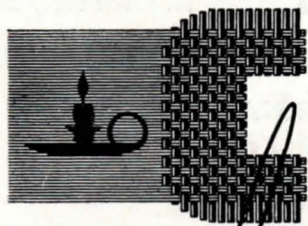
**DR. T. H. WORRELL**



Chatham

makes good

blankets!



**HATHAM**

*Blankets*

CHATHAM MANUFACTURING COMPANY, ELKIN, NORTH CAROLINA