

ADVERTISING WORKSHEET

COMPANY NAME: EAGLE FURNITURE Co.

STREET: 282-284 SOUTH MAIN ST.

CITY-STATE: _____

BUSINESS TYPE: FURNITURE SALES

WORDING AS SHOWN: EAGLE FURNITURE Co. 282-284 SOUTH MAIN ST.

SHAPES KNOWN: BOWL - H/6 - DOUBLE H/6 - PLATE

MAKER: NORTHWOOD

BACK PATTERN: BASKETWEAVE

COMMENTS: POSSIBLY FROM MEMPHIS TENN.

BOWL \$250 - \$400
H/6 350 - 400
PLATE 400 - 500

PUBLIC LIBRARY - MEMPHIS PUBLIC LIBRARY
1-901-725-8800 1850 Peabody AVE
CALLED 4-11-89 Memphis, TENN 38104
LETTER SENT 5-8-89 ATTN: HISTORY DEPT.



Memphis Shelby County Public
Library & Information Center

May 23, 1989

John D. Resnik
10031 Banner Lava Cap
Nevada City, CA 95959

Dear Mr. Resnik:

We do have information in our Memphis city directories on Eagle Furniture Company which we can provide on receipt of your check for \$15.00. If you want any page/pages copied, please add 20¢ per each page (see fee slip).

Sincerely,

Patricia M. LaPointe
Reference Librarian
Department of History and Travel

PML:bjt
enc.

check # 3804
\$15.40/xx 5/31/89



Memphis Shelby County Public
Library & Information Center

June 16, 1989

John D. Resnick
1003 Banner Lava Cap Rd.
Nevada City, CA 95959

Dear Mr. Resneck:

Thank you for your check in the amount of \$15.40.

The listing for Eagle Furniture Company first appeared in the 1908 Memphis City Directory, and the last listing was for 1917.

From 1911-1917 the listing named David Lee as manager; however, the 1908-city directory names him as sect. of the company, which was headed by James J. Haverty, founder of the Haverty Furniture Company chain (see enclosed clippings on Haverty Furniture Company). It would appear that there is some connection between Eagle and Haverty. I hope this information will be of assistance.

Sincerely,

Patricia M. LaPointe
Reference Librarian
Department of History and Travel

PLM:bjt
enc.

J. E. ROOF PAINT MANUFACTURING CO., 91 N. Second Street
Manufacturers of the Celebrated
Japan Elastic & Mineral Black Roof Paint.

470 DYS R. L. POLK & CO.'S 1908 EAR

W. L. NELSON & Co.

General Agents

**SOUTHERN DEPARTMENT
MEMPHIS, TENN.**

Phones 2251.

Dyson Mack (c), bds es N Bellevue bou
1 n of Vollettine av.
Dyson May (c), res 914 N Main.
Dyson Riley (c), res 921 N Main.

JUST A MINUTE

If your eyes get tired or trouble you in the least,
be sure to consult



BLINDNESS

often comes suddenly if eyes are not properly
fitted with glasses. Its Dangerous To Delay!
We have the only Optician's Dark Room in Mem-
phis. Satisfaction guaranteed.

E

E E E SHOE STORE

McRae & Beville, Proprs, Men's Fine
Shoes, 1-3 N Main nw cor Madison
av.

EADER CHARLES W

Local Mngr West Kentucky Coal Co
(Inc), res 187 S Somerville, Tel Cum
4035 Main.

Eades Wm R, electr Mem Electric Co,
bds 310 Union av.

Eades Wm R, elect, rms 201 Adams av.

Eads Louise (c), res ss W Trigg av 12
w of Kansas.

Eagan. See Egan.

Eagle Boat Works, C R Wreford, propr,
ft of Auction av.

EAGLE FURNITURE CO

Amos G Rhodes, Pres; James J Hav-
erty, Vice Pres; David Lee, Sec and
and Mngr; 360-366 S Main, Tel Cum
3359-Y.

Eagle Machine Works, John A Keith,
propr, 250 Poplar av.

Eagles Margaret Mrs, res 10 N Camilla.

Eaglebretzel Charles, wks rivet dept Am
Car and Fdy Co, bds Binghamton Ho-
tel.

Eaglebretzel Samuel, wks rivet dept Am
Car and Fdy Co, bds Binghamton Ho-
tel.

Eahart Edgar A, clk C R I & P Ry, res
696 N Manassas.

Eaheart Charles A, supt Mem Con Gas
and E Co, res 375 Laclede av.

EAHEART ESTELLE B

Public Stenographer, 924 Mem Trust
Bldg, Tel Cum 2052-A, res 375 La-
clede av.

Eaheart Frederick, clk James Lee.

Eaheart Leta S, retoucher Brown Bing-
ham, bds 375 Laclede av.

Eaker John V, trav, bds 427 S Or-
leans.

Eaks Howell B, brkpr Herrick & Sail-
ors, bds 9 E Calhoun av.

Fams Abraham (c), cook 1616 Central av

Eanes Booker, finisher, bds 356 Mul-
berry.

Eans Frank (c), rms 375 Pontotoc av.

Earl Benjamin (c), driver W D Moon
& Co.

Earl Georgia Miss, res 454 Monroe av.

Earl Bettie (c), cook, 1246 Vinton av.

Earl George E, clk Earl & Briggs, bds
528 S 3d.

Earl Henry (c), res es Center 1 n of
Taylor.

Earl Hugh (c), res ss Taylor 1 e of
Center.

Earl James T (Earl & Briggs), rms 528
S 3d.



**MISSISSIPPI RIVER TREATED
Sand and Gravel**

Union Sand & Material Co.
1012-1014 Tennessee Trust Building

BROWNE & BORUM HEAT HOUSES

EAR MEMPHIS CITY DIRECTORY. EAS 471

Earl Stephen (c), res es Center 3 n of
Taylor.

Earl & Briggs (J T Earl, Wm S Briggs),
furniture, 528-530 S 3d.

Earle Georgia Miss, res 132 S 3d.

Earle Lizzie (c), nurse 882 E Estival pl.

Earle Mary (c), res r 1474 Irene av.

Earle Sarah (c), cook, 8 S Idlewild.

Earley Albert R, bill clk **B LOWEN-
STEIN & BROS D G CO**, bds 1160
Greenwood.

Earley Emma (c), bds 15 California ct.

Earley John (c), rms r 327 Pontotoc av.

Earley Lucy (c), rms r 374 Monroe av.

Earley Maggie Miss, bds 796 Jackson av.

Earley Samuel T, res 922 S Willett.

Early Bird The, W C Early & Co, pub-
lishers, 629 S Front.

Early Ellen (c), dom 806 Adams av.

Early Ellen (c), nurse 756 Washington
av.

Early Emanuel (c), res 875 Webb al.

Early Eva O (wid George R), res 125
Vance av.

Early George (c), res 226 W California

Early Grove Baptist Church (c), ws
Lawler 2 n of Leake.

Early James, wks Chickasaw Candy Co,
bds 513 E Georgia av.

Early Lula (c), dom 884 S 3d.

Early Maggie Miss, slsldy J Goldsmith &
Sons Co, bds 796 Jackson av.

Early Richard (c), res 642 E Stephens pl.

Early Sallie (c), rms 875 Webb al.

Early Wm (c), res 673 Tennessee.

Early Wm C, pres W C Early Co, res
1171 Poplar av.

EARLY W C COMPANY

Wm C Early, Pres; Henry C Pfeiffer,
Jr, Vice Pres; Lunford V Williamson,
Sec and Treas; Wholesale Grocers and
Agents Cudahy Bros Co, Packers;
Sales Office 96 S Front, Tels Cum
3088 and 3089 Mem 223; General Of-
fice and Warehouse S Front and E
Georgia av, Tels Cum 3088 and 3089
Mem 1370.

A. S. Caldwell

Bolton Smith

CALDWELL & SMITH

No. 66 MADISON AV.

Lend on Plantations

in Arkansas, Mississippi and Louisiana

AT LOW RATES OF INTEREST

OLD DOMINICK

BOTTLED IN BOND

TURN IT OVER TO THE WIFE

Have you difficulty in saving money?
Then turn it over to the wife; make
her the custodian of your funds; she
will probably bring them to this bank
and place them at interest.

CITY BANK

111 Madison Ave. Open Saturdays, 5 to 9 p. m.



Early Zeb, eng I C R R, res 178 Walker
av.

Earnshaw Hiram W, mngr Columbus
Slate Co, res 535 Edith av.

Earp Lola K (wid Wm), res 1130 Col-
lege.

Earp Margaret (wid Jacob), res 207 N
Manassas.

Earp Margaret M Miss, bds 1130 Col-
lege.

Earp Mary K Miss, bkpr A Graves Co,
bds 1130 College.

Earp Sarah E Miss, bds 1130 College.

Earp Willona Miss, bkpr Consumers Ice
Co, bds 1130 College.

Earthman Mattie (c), bds 888 S Wel-
lington.

Earwood Kay, flagman I C Ry, rms 789
S Main.

Easley Beverly (c), res 850 Galloway av.

Easley Jacob (c), res r 171 E Iowa av.

Easley James (c), res 785 Olympic.

Easley J Solomon, police, res 1092 Lane
av.

Easley Nettie Miss, tel opr, bds 197
Adams av.

Easley Thomas (c), res ns Jackson av
2 e of Springdale av.

Easley T Roland, slsmn J Goldsmith &
Sons Co, res 673 Union av.

Easly E, driver Memphis Steam Lau-
dry, bds 1030 Southern av.

Eason A Wilson, chemist Lillybeck
Drug Co, res 1699 Monroe av.

Eason Dudley (c), painter, rms r 875
Webb al.

Eason Fannie Mrs, bds D W Martin.

Eason James S, student, bds 682 Union
av.

Eason Joseph (c), res 964 Arkansas.

Eason Lizzie Miss, student, bds D W
Martin.

Eason Moses (c), res ss Brown av 1 e
of Lewis.

V. C. RUSSELL

Sells Farms, Plan-
tations, Timber
Tracts, City
Prop-
erty
And Do
Collect
Rents.

81 South
Main St.
Phones
680

D. CANALE & CO.

61 S. MAIN. TELS 107.

La Stella Vineyard Wines.

J. F. WALKER 1111 TENNESSEE TRUST BUILDING
FIRE INSURANCE CUMB. PHONE 1664

EEE MEMPHIS CITY DIRECTORY (1910) EAR 493

E E E SHOE CO
 C D McRae, Propr, Men's Fine Shoes,
 1-3 N Main, nw cor Madison av. (See
 left bottom cor cards.)
 Eader Charles W, slsmn Roush & Hobbs,
 res 1046 Monroe av.
 Eades Wm R, electr Wrenn Electric Co,
 rms 251 Madison av.
 Eagan. See Egan.
 Eagle Broom Works, George Widrig,
 propr, r 834 Miss boul.
EAGLE FURNITURE CO
 James J Haverty, Pres; Clarence
 Haverty, Vice Pres; David Lee, Sec
 and Mngr; 282-284 S Main, Tels Cum
 4757-Y, Mem 514.
 Eagle Machine Works, John A Keith,
 propr, 250 Poplar av.
 Eagle Margaret Mrs, student, res 1044
 Court av.
 Eaheart Charles A, supt Mem Con Gas
 and E Co, res 375 Laclede av.
 Eaheart Edgar A, clk Rock Island Sys-
 tem, res 696 N Manassas.
 Eaheart Estelle B Miss, stenog J C Wil-
 son, bds 375 Laclede av.
 Eaheart Leslie, student, bds 375 La-
 clede av.
 Eaheart Leta S Miss, retoucher Brown
 Bingham, bds 375 Laclede av.
 Eairs Joseph, bds 433 Madison av.
 Eaker Lee, eng I C R R, bds 885 Barton.
 Eaks Brown, clk, bds 529 S 3d.
 Ealy Annie (c), res ns Weaver av 4 e
 of Patton av.
 Ealy Elizabeth Miss, bds 384 N 2d.
 Ealy Jasper (c), bds es 9th 13 s of E
 Trigg av.
 Eanes J Booker, carrier Commercial Ap-
 peal, bds 1035 Blythe av.
 Earh Margaret (wid Jacob), res 207 N
 Dunlap.
 Earhart Frederick, clk Str James Lee.
 Earl Frank (c), yardman 987 Oakview.

WE WANT YOUR FIRE INSURANCE
 We offer you insurance in two of the very larg-
 est companies in the world. You can depend on
 this soundness. : : : : :
WILLIAMSON BROS.
 MEMPHIS TRUST BLDG.

Earl Henry (c), res 925 S McLean boul.
 Earl Nora (c), dom 1063 S Willett.
 Earl Sarah (c), dom 997 Oakview.
 Earl W F, flagman I C R R, bds 230 E
 McLemore av.
 Earle George, clk Earle & Fortas, rms
 232 Rayburn boul.
 Earle John T (Earle & Fortas), rms
 232 Rayburn boul.
 Earle Will, saw repr E C Atkins & Co,
 bds 433 Madison av.
 Earle & Fortas (J T Earle, Samuel For-
 tas), soft drinks, 232 Rayburn boul.
 Earley Harley G, student, bds 962 S
 Willett.
 Earley Helen F Miss, bds 962 S Willett.
 Earley Maggie Miss, clk J Goldsmith &
 Sons Co, bds 796 Jackson av.
 Earley Sallie (c), cook 276 S Orleans.
 Earley Samuel T, roadmaster Frisco,
 res 962 S Willett.
EARLS OSCAR
 Mngr Mr Bowers' Temple of Economy
 No 27, bds 1230 N 2d.
 Early Alexander (c), coachman 535 Lin-
 den av.
 Early Alfred C, bds 820 E Georgia av.
 Early Bird The, W C Early Co, publish-
 ers, 629 S Front.
 Early Bynom L, res 820 E Georgia av.
 Early Eugene, sec and treas Early Ptg
 Co, res 1731 Faxon av.
 Early James, bds 513 E Georgia av.
 Early John B (c), res r 327 Pontotoc av.
 Early Laura (wid Jesse T), bds 820 E
 Georgia av.
 Early Printing Co, James H Watson,
 pres; A L Matthews, vice pres; Eu-
 gene Early, sec and treas; 92 S 2d.
 Early Richard (c), res 642 E Stephens
 pl.
 Early Wm (c), res 910 Louisiana.
 Early Wm C, pres W O Early Co, res
 1171 Poplar av.
 Early Wm M, fireman I C R R, bds 318
 Walker av.

George D. Hook & Co.
REAL ESTATE
 Brokers, Agents and Dealers
 Sales and Rentals
 Room 9 Lee Bldg. Cumb. 2235 Main

Memphis Heating Co. Hot Air Furnaces
 93 N. 2nd. Cumb. Phone 1009

Hubert T. McGee Architect
 324 SCIMITAR BLDG. Cumb. Phone 821--Main

1911, 1912, 1913 listing as below

J. F. WALKER & SON

1108-1109 TENNESSEE TRUST BLDG.

PHONE MAIN 1664

FIRE INSURANCE

DYK

MEMPHIS CITY DIRECTORY (1914)

EAR 449

Dykman A Claire Miss opr Cum Tel
& Tel Co bds 720 Lucy av
Dykman Edwd J chief eng Mem Con
Gas & E Co res 698 N Manassas
Dykman Ferdinand L sign painter 244
Poplar av res 670 N Manassas
Dykman John W R res 720 Lucy av
Dykman Mabel N Miss opr Cum Tel &
Tel Co bds 720 Lucy av



Dyrus Geo* rms 1085 Lamar av
Dysart Jas F fireman I C R R res
278 Walker av
Dyson Ethel* rms 214 Turley
Dyson Geo trav res 972 S Roland
Dyson Geo E L rms 174 S Main (3d fl)
Dyson Helen* bds Henry Dyson
Dyson Henry* res na Pretoria av 8 w
of White pl
Dyson Jessie* bds 927 N Main
Dyson Riley* res 927 N Main
Dyson Rosa* res r 157 E McLemore av
E E E SHOE CO
C D McRae Propr, All Kinds of Shoes,
Main Office and Store, 59 S Main,
No 1 1-3 N Main, No 2 77 S Main, No
3 180 S Main

Eaden John bds 316 Mulberry
Eader Chas W acct O R Ewing & Co
bds 364 N Watkins
Eads Edwd* res 96 W Illinois av
Eads Mary L* rms 96 W Illinois av
Eads Nageeb messr Am Exp Co
Eads Stephen E clk H C Williams 899
Louisiana

Eagan see also Egan
Eagan Jas watchman rms 316 S 2d
Eagle Boat Works J W Owen mngr ft
Mill av

Eagle Flats* r 202 S 3d
EAGLE FURNITURE CO
David Lee Mngr, 282-284 S Main, Tels
Cum 4757-W Main, Mem 514

Eagle Jos L clk W A Gage & Co (Inc)
bds 34 N Idlewild

EAGLE LUMBER CO
J B York Pres, Robert York V Pres,
P A Gates Sec, A L Banning Jr Mngr,
1692 Evelyn av, Tel Cum 242 Hemlock
(See classified Contrs and Bldrs Dept)

The Linotype Composition
in this Directory was set by

REESE & CO.

Exclusive Trade Linotypers

8th Floor Lotus Bldg. Tel. Cumb. 3063 Main

Eagle Lunch Room (Jas and Chris
Broomas) 524 S Main
Eagle Margt L (wid Theo) res 34 S
Idlewild
Eagle Pressing Club (L L Stephenson, C
E Banning Jr) 1638 Lamar av
Eaheart A Leslie bds 375 Laclede av
Eaheart Chas A supt Mem Con Gas &
E Co res 375 Laclede av
Eaheart Elizab Mrs bds 670 N Manassas
Eaheart Estelle B Miss bds 375 Laclede
Eaheart Karl F elect bds 375 Laclede
Eaker Lee A eng I C R R bds 937 Barton
Eakin Geo bds 860 Vance av
Eakins Tillie Mrs furn rms 250 Adams
Eaks Howell B clk Jos Sailors res 584
Rayburn boul
Ealey Lou* rms r 456 Mosby av
Ealy Freeman* res 67 E Farrow pl
Eanes Abe* res 222 Mulberry
Eanes Elizab M (wid Wm) res 765
Leath
Eanes J Booker carrier Commercial Ap-
peal res Graham Heights
Eanes W A fitter Va B & I Co
Eans Ellis* rms 234 Turley
Earchman Jas wks Mem Veneer & Lbr
Co
Earhart Fred clk stmr Kate Adams
Earhart Thos woodwkr F F Broens bds
687 Poplar av
Earl Arthur A clk O Y Roberts res
1102 Park
Earl Henry* res 989 S McLean boul
Earl Jessie* dom 315 S Dudley
Earl Lizzie* rms 368 Turley
Earl Stephen* res es Centre 7 s of
S Parkway E
Earley Alfred C bds 220 S Dunlap
Earley Benj L driver Clover Farm Dairy
Co res 220 S Dunlap
Earley Dewitt W wks Clover Farm Dairy
Co bds 220 S Dunlap
Earley Grove Baptist Church* ss Clarke
1 e of 101
Earley Marshall J res 976 New York
Earley Richd* res 642 E Stephens pl
Earls Oscar T grocer 672 Richmond av
Early Cordelia* cook 1644 York av

WM. C. ELLIS & SONS' IRON WORKS IRON FOUNDRERS
 BOTH PHONES 276
 SOUTH FRONT ST. AND LINDEN AVENUE

John J. Collins

UNDERTAKER AND EMBALMER

155 UNION AVE. PHONES 468

me Also 1916, & 1917 - not listed 1918-19-20

New Memphis Store Example Of Haverty's Faith In City

Exec. Inv. appeal 7-9-30
 Founder of Furniture Business, Now Comprising 22 Units, To Be Guest At Opening Here Saturday.

J. J. Haverty, founder and president of the stores which bear his name, will participate in the reopening Saturday of the Memphis store. Mr. Haverty borrowed money to open his first store, which did a volume of \$6,000 a year. Today he operates 22 stores that will surpass the \$6,000,000 sales mark this year.

Heads Stores



The courage to back up his convictions has enabled J. J. Haverty, head of the Haverty furniture stores, to build his business from a small retail store in Atlanta to a large chain. Mr. Haverty has evidenced his faith in the future of Memphis by spending \$50,000 in renovating the store here. He will be present at the opening Saturday.

Mr. Haverty, whose portrait by an outstanding American artist will be on display during the opening, demonstrated his courage by starting his first store in Atlanta during the reconstruction days following the Civil War.

The new store in Memphis, renovated at a cost of \$50,000 in the face of the so-called summer business depression, is another example of the Haverty business courage. Additional floor space has been added with the acquisition of the building adjoining the old store. A much larger store force will be employed to serve customers in the new store.

Faith In Future.

Mr. Haverty's faith in the future of Memphis is based on a thorough knowledge of the situation here through 30 years' operation as a Memphis institution. This latest move is the fifth expansion program launched by Haverty since he opened his first store here 30 years ago.

Besides his intimate contact with his business, Mr. Haverty is a student of art, and has been closely identified with the progress of art in the south. He is president of the Atlanta Art League, which controls and operates the High Museum of Art in that city. He also has served as chairman of the art commission of Atlanta and has had a great influence in making that city's buildings and monuments among the most beautiful in the country. Together with one of his former business partners, he has erected one of the most attractive office buildings in the country, the 17-floor Rhodes-Haverty building on Peachtree Street, in Atlanta.

His art activity has not been limited to his native city, however, as he has taken a most active part in the work of the Southern Art League, frequently a speaker at the annual conventions.

A portrait of Mr. Haverty by the famous American portrait artist, Leopold Seyffert, will be on display at the new Memphis Haverty store

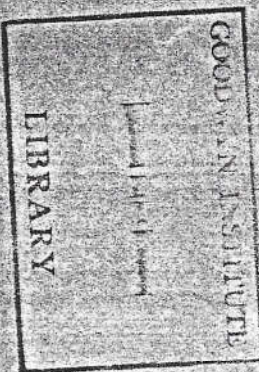
during the opening, it was announced.

This portrait is an outstanding work of this artist, who is himself an outstanding figure in American portraiture circles. It was painted only recently and loaned by Mr. Haverty to his son, Robert Haverty, vice president and manager of the Memphis store, who invites art lovers of Memphis to inspect this portrait of his father.

A principle of Mr. Haverty always has been that the executives of his company be secured from within the organization. He has often said that every Haverty em-

ployee is a potential manager or general office executive. The Memphis store has had the distinction of sending out more officials than any other one store. Memphians who now occupy executive positions with the Haverty stores include: Robert Haverty, vice president and manager of the store here; L. A. Witherspoon, vice president in charge of all buying and general manager of the five Atlanta stores; E. V. Markham, vice president and manager of the Little Rock store; C. E. Russell, vice president and manager of the Columbia, S. C., store, and Joe J. Ivy, who will as-

sume the duties of vice president and manager of the Winston-Salem, N. C., store when it is opened in September.



HAVERTY'S NEW STORE WILL OPEN SATURDAY

Com. 7-6230

Renovation of Building Has Been Completed.

Renovation of the building to be occupied by the Haverty Furniture Company has been completed and the store force is now engaged in arranging the large stock of merchandise in preparation for the opening Saturday, July 12.

Since the fire which completely gutted the interior of the building in March a large force of workmen have been rebuilding and redecorating the building until it is reported to be equal to any furniture store in the entire south. A large delegation of company officials will be in attendance at the opening next Saturday.

The history of the Haverty organization is one of the most romantic in the country. Starting during the reconstruction days in a small store in Atlanta and with borrowed capital, J. J. Haverty, the present president, has guided the organization until today it operates 22 stores in 18 southern cities and does a sales volume well over \$6,000,000 annually in contrast to the meager \$6,000 the first year of operation.

Entered Memphis in 1900.

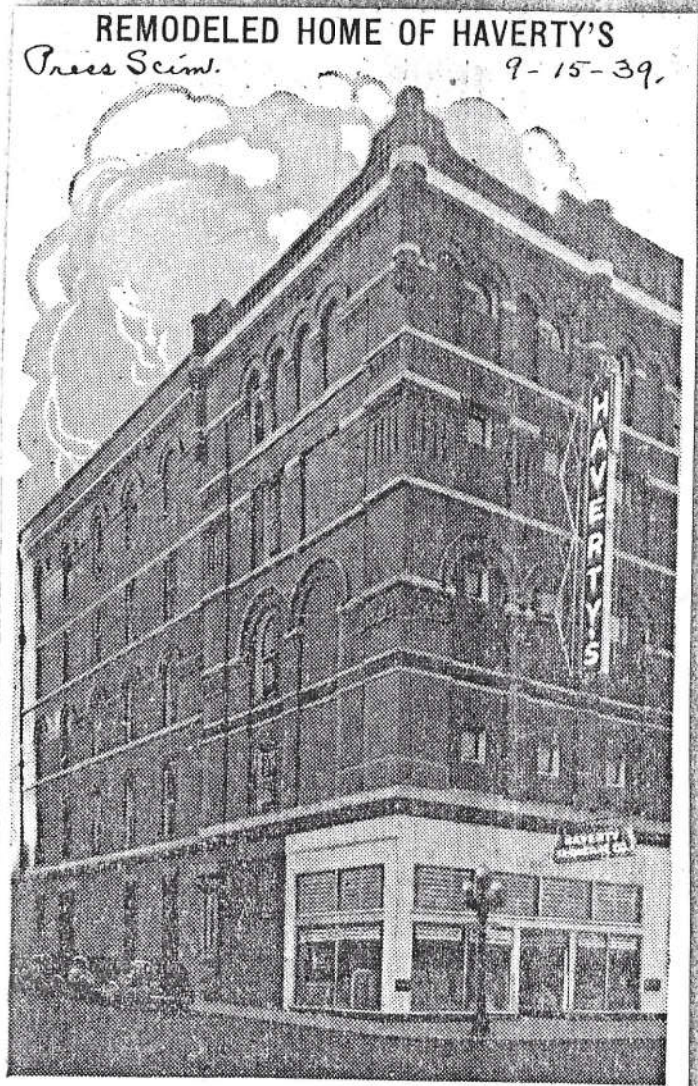
Haverty entered Memphis in 1900 and moved into the present location in 1912. Two years later, Robert Haverty, son of the founder, assumed the duties of manager here, but his progress was interrupted by the entrance of America into the great war. After returning from France, where he served with distinction in the air corp, Mr. Haverty again assumed charge of the Memphis store. Since that time the store has made rapid progress.

During his long residence here, Mr. Haverty has always taken an active interest in civic affairs, his most recent accomplishment for Memphis being his work as head of the committee which brought the new airport here and which was opened in such a successful manner as to attract nation-wide comment.

Mr. Haverty extends a cordial invitation to his friends to attend the opening next Saturday.

Memphis - Haverty's Furniture

Memphis Firms
Haverty furniture co.



Haverty Furniture Company has been remodeled thruout from the first thru the top floors. The entire store has been air-conditioned. The furniture company is located at 155-157 S. Main, at McCall Place.

REMODELED HOME OF HAVERTY'S
Press Scim. 9-15-39.

**HAVERTY'S NOW
A COOL PLACE
FOR SHOPPING**

Press Scim. 9-15-39.
Air Conditioning Has Made
Store Real Escape From
September's Heat

The Haverty Furniture Company, owners of one of the largest furniture stores in the Southeast, show their appreciation of the patronage accorded them for the past 54 years—with the comfort of their patrons in mind, they have completely air-conditioned the Memphis store, making it one of the finest, most modern and comfortable in the South.

Now, more than ever before, you can enjoy your visit to our store in selecting your household furnishings. For with Worthington equipment, which for 50 years has won world acclaim, you are assured perfect comfort at all times. With a ment, which for 50 years has won world acclaim, you are assured perfect comfort at all times. With a temperature never too warm—never too cold—and HAVERTY'S unexcelled furniture, you have the best combination for bargains and comfort that modern science can devise," said Mr. J. J. Ivy, vice president and manager.

40 Tons Design

The system is designed with a total capacity of 40 tons refrigeration, which, in the terms of the everyday user of the old-style ice-box, is equivalent to the melting of 80,000 lbs. of ice, or enough to serve 1600 families with 50 lbs. of ice per day. The distribution system is designed to handle a total of 18,500 cubic feet of air per minute. The ducts are installed to provide equal throw and distribution, and the grilles are selected to insure positive control of the distribution in every area.

The Worthington Evaporative Condenser is used for recirculating the condenser water. The employment of this equipment substantial-



GEORGE W. DODSON Credit Manager
E. F. STAFFORD Sales Manager

ly reduces the operating cost as it enables the owner to use the same water over and over, dissipating the heat absorbed from the refrigeration cycle. The pump on the evaporative condenser circulates 7500 gallons per hour and the loss of water by evaporation is only three per cent of the total capacity.

Mounted in Basement

The entire system is mounted in the basement; distribution and return air ducts running thru all floors of the entire store. All of the equipment is substantially mounted on bases to eliminate the usual vibration and disturbing noises of the average mechanical installation.

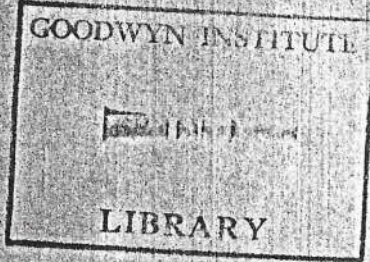
Visit the new Haverty Store now. See the great difference in our selections and enjoy the comfortable climate. It holds new pleasures for you and your friends and will give a feeling of enjoyment you will never forget.

**REMODELING DONE
BY MEMPHIS LABOR**

Press Scim. 9-15-39.
Complete remodeling and redecoration of the beautiful home of the Haverty Furniture Co. at Main and McCall has just been finished by the Fred Sexton Construction Co., Memphis contractors, following the design of Hanker & Heyer, local architects, and under their supervision, it was announced today by Joe J. Ivy, manager.

Haverty's newly remodeled home has four spacious, well-lighted, beautiful display floors and a balcony. It has a large frontage on Main and extends over 150 feet on McCall. In the improvement program the building has been completely air-conditioned, with cleaning and repainting of the exterior as well as interior; installation of a new modern elevator; covering of all floors, and entirely new decoration scheme thruout the building. These and many other improvements mark it as one of the most modern furniture display stores in the South, right in the heart of Memphis' great business center.

The Haverty Furniture Co. had charge of the remodeling work at a cost of approximately \$50,000.



BIG STORE WILL HOLD ALL-DAY OPEN HOUSE

Com. Appeal 9-16-39
Event Marks 54 Years' Service To Territory

BUILDING IS MODERNIZED

Loop District Gains Up-To-Date Structure Through Firms Confidence In Memphis Business Conditions

Remodelled at a cost of \$50,000, the Haverty Furniture Co.'s store at 155-7 South Main will hold its formal opening today with an all-day open house celebration.

J. J. Ivy, manager of the big furniture house which has served the Memphis territory for 54 years, has issued a general invitation to the public to attend the opening. Souvenirs have been provided for several thousand expected guests.

Doors Open At 8 A.M.

The celebration will start at 8 o'clock this morning and the store will close at 10 p.m.

The newly remodelled store is designed to be one of the most beautiful and modern furniture marts in the South. It is completely air conditioned, and its four huge display floors and balconies have been scientifically arranged for the most efficient display of furniture and household furnishings.

Entire interior of the store is finished in white to provide a neutral background for the new furniture styles.

New floors have been laid throughout the building and the aisles on each of the four display floors have been covered with heavy terra cotta linoleum, bordered with smart black and white linoleum strips.

Project Shows Faith

Commenting on the project which gives another modern commercial to Memphis' loop district, Clarence Haverty, president of the firm, said:

"Haverty's faith in the continued prosperity of Memphis always has been keen, and this beautiful store is material evidence of that faith. We believe that with this modernized structure in the heart of the shopping district, we have the most convenient location in Memphis and are in better position than ever to serve our thousands of friends."

J. J. Haverty, who founded the Haverty Furniture Co. more than a half-century ago and who now is chairman of the board, said:

"Too much cannot be said about the progressiveness and prosperity that is Memphis'. Our policy here and throughout the South has been based on honesty, courtesy and fair dealing with our customers, and we are more than grateful for the loyalty that Memphians have shown in return.

No Effort Spared

"No expense or effort has been spared to make our remodeled store equal to any in the country, and we feel confident it will compare favorably with any similar establishment in the Nation."

Exterior of the big building, which is at the northwest corner of Main and McCall, has been completely changed by the remodeling. All of the outside brick walls above the first floor line have been cleaned by the steam method, and the large, well lighted show windows have been redecorated.

White stone has been used for the first floor exterior, with a black glass base under the display windows. Combined with aluminum settings, the result is an attractive, ultramodern effect.

Inside, all of the first floor columns have been completely boxed in with wood and white metal, a treatment which modernizes the entire floor and balcony sales areas. The whole ceiling of the first floor and balcony has been covered with insulating tile board, finished in white to match the general color scheme.

New Elevator System

White Venetian blinds have been installed on all windows of the upper display floors. A latest type elevator system with every safety device has been completed.

"We believe we have made the building itself 100 per cent at-

tractive," Mr. Ivy said. "But of equal importance is the array of furniture which it now houses. For months we have searched the largest furniture factories for the newest and most stylish values. The result will be presented to Memphis in our opening celebration today."

On the front of the newly decorated building two Neon signs have been built. The larger extends from the top of the first floor to the top of the building and is arranged so that each letter in the word "Haverty's" can be read from virtually any angle.