

ADVERTISING WORKSHEET

COMPANY NAME: J.N. LEDFORD COMPANY - 1

STREET: \_\_\_\_\_

CITY-STATE: COOLEEMEE, N.C.

BUSINESS TYPE: DEPARTMENT STORE — COMPANY STORE OF IRWIN MILL

WORDING AS SHOWN: SOUVENIR OF COOLEEMEE, N.C. — J.N. LEDFORD COMPANY

SHAPES KNOWN: 9" PLATE

MAKER: FENTON

BACK PATTERN: \_\_\_\_\_

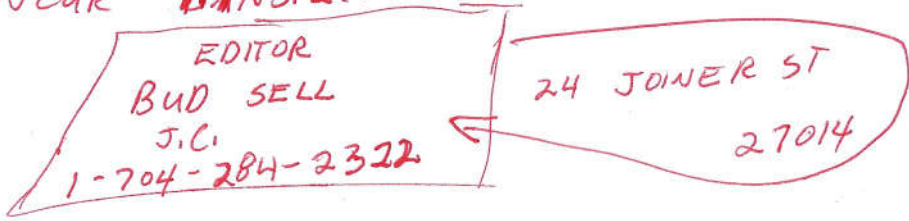
COMMENTS: MARIGOLD ONLY — HEART & VINE PATTERN

VERY RARE 4 OR 5 KNOWN — \$1500 - \$2000

DEPARTMENT STORE — IRWIN MILL CO. STORE

NEAR ~~WANSTON~~ - SALEM

LIBRARY  
1-704 - 284-2805  
634-2023  
DORIS FRY



# Davie County Public Library

## Mocksville, N.C. 27028

371 N. Main St.  
704-634-2023

Ruth A. Hoyle  
Director

June 6, 1989

John Resnik  
10031 Banner Lava Cap  
Nevada City, California 95959

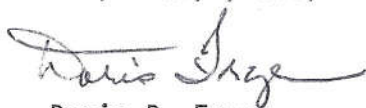
Dear Mr. Resnik:

Following our telephone conversation yesterday, I went through the library history/genealogy room files.

The result is enclosed, and it is evident to me that J. C. Sell or any elderly Cooleemee resident can give you more information than we have here.

Mr. Sell's father began publication of THE COOLEEMEE JOURNAL in 1901 and Mr. Sell ceased publication in the 1960's or early 1970's. That newspaper should be a good source of information about the J. N. Ledford Company store if he chooses to help you. Good luck.

Very truly yours,

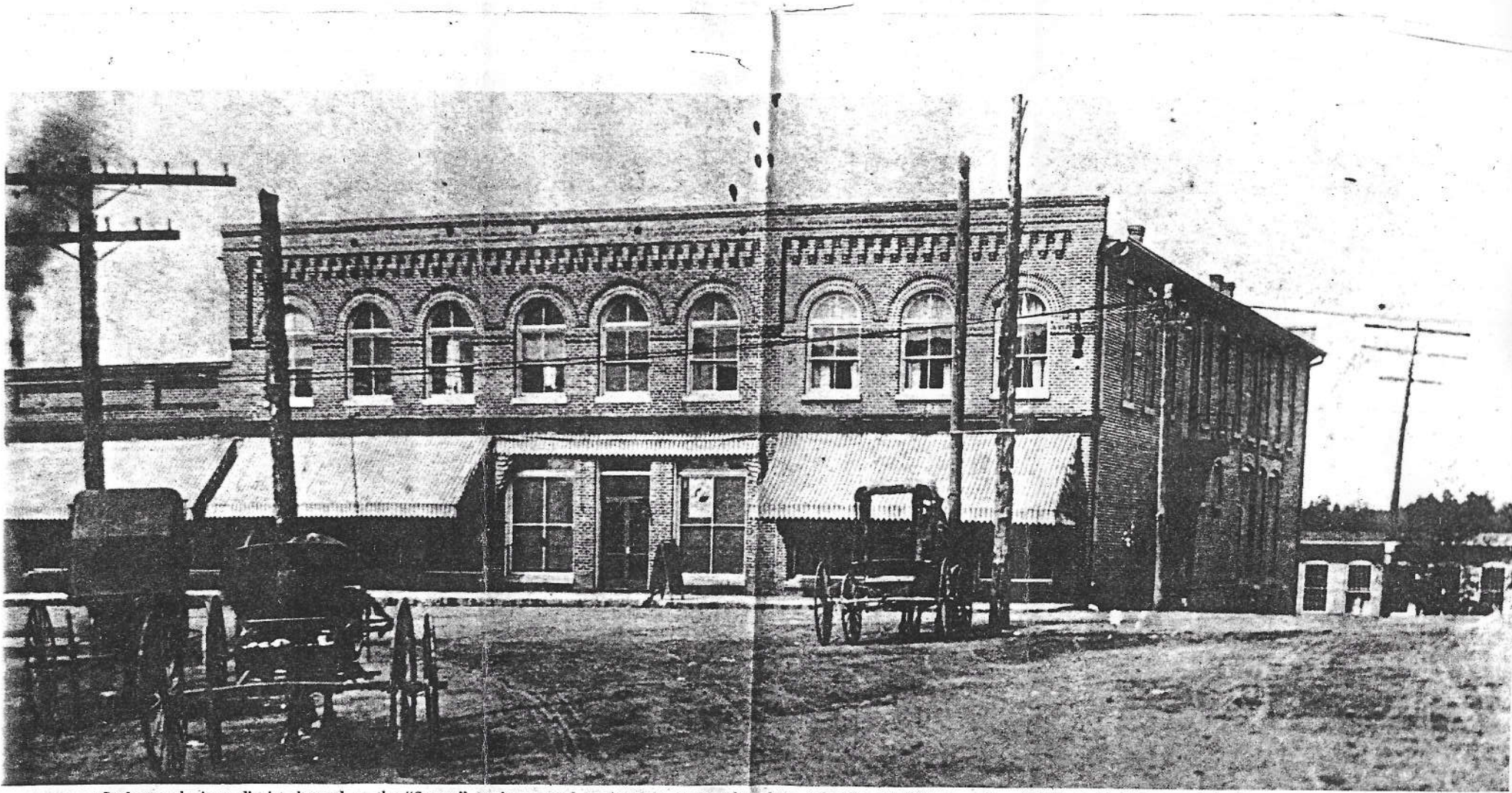


Doris B. Frye  
Reference

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Enclosures - 3





Coolee business district, located on the "Square", as it appeared in the early 1900s. This photo faces the old "Company Store" (J.N. Ledford Company) building and smoke from the mill is seen at far left. Also one of the mill buildings is seen at right. (Photo courtesy of Mrs. Dot Shoaf)

LIBRARY from  
DAVE COUNTY ENTERPRISE-RECORD



COMMUNITIES -  
Cooleemee

from The Cooleemee Journal

Thursday, January 1, 1931

# Business Depression Not Felt In Cooleemee Textile Village

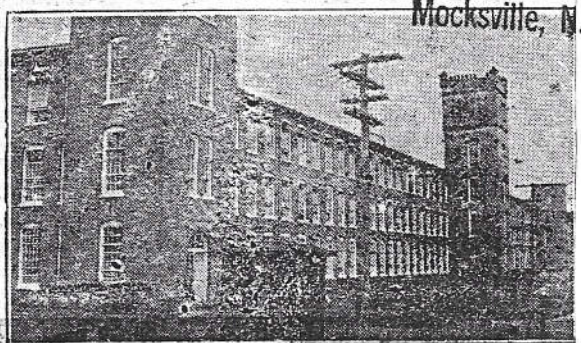
Cooleemee, Dec. 27. — North Carolina's second largest unincorporated community, the town of Cooleemee, with its close to 2,500 inhabitants, is a spot which "Old Man Depression" has passed by, there being no off days, hard times or pinched stomachs here.

Old Santa Claus "forgot" no one, either, thousands of children receiving a fine Christmas "gift" from the community tree in the big park overlooking the south Yadkin river on the festal day. Cooleemee has no poor, it has no housing problem, nor is there lack of warmth on cold days, coal and wood being plentiful in the bin or woodhouse.

Here where the big Erwin Cotton Mill plant No. 3, operates every day without a break, Old Man Depression may have passed over with a sigh, but there was no stopping in the face of the regular weekly paychecks in excess of \$10,000 to between 800 and 900 employees which are gloom dispellers. Here also of "Miss Dissatisfaction" and her boon companion, "Mr. Discontent," are unknown, not having been heard of since the plant was established back in '99. Native Anglo-Saxons are employed.

Cooleemee is one of the unique communities in North Carolina. It is the biggest part from a population standpoint, of Jerusalem township, and it pays nearly two-thirds of the taxes of Davie County. The 800-odd foot factory which makes and finishes bedticking, cannon flannels and cobert cloth, dominates the big village, although it is under a hill hard by the rushing river, but the community, even without a town government, goes along much as any other.

## Factory at Cooleemee



There is a postoffice, a theatre where talkies are the vogue, a drug store, a "square," the biggest department store between Winston-Salem and Charlotte, up-to-date grocery stores and meat markets, a newspaper, The Cooleemee Journal, four churches, Baptist, Methodist, Presbyterian and Episcopalian, a community house, a public swimming pool, baseball and football park, etc., in fact, all the appurtenances and activities of a large town.

Mr. Zachary knows his employees personally. He has grown up with them. Upon a basis of a friendly understanding the mill operates day after day, year after year, the people go about their daily routine of work and no rancor or bitterness enters in. For 35 years Mr. Zachary has been with the Erwin Cotton Mills. He began in the Durham home office in 1895. In 1906 he was transferred to the Cooleemee plant as assistant manager and in 1916 he became general manager and

of his first employees now work in the big mill. He knew them by name. He hears their troubles and tribulations, and helps them to a solution in friendly, man-to-man style.

When the Cooleemee mill was established and for many years thereafter the products left the mill unfinished. But finishing departments were installed and a greatly increased working personnel was acquired. Davie farmers and those in the adjoining counties of Rowan and Iredell find here one of the largest and readiest cotton markets in this section of the state. Practically all of the cotton used in the Cooleemee mill is native grown.

Perhaps one feature of life in the Cooleemee mill village which is recalled happily by older citizens, was the personal interest and keen sense of responsibility displayed by the elder Erwin, W. A., who although still active is now beyond the threescore and

been greatly expanded. Benefits of educational opportunity, recreational life, the phases of religious work of the several churches, etc., these and many other worthwhile things are attributed to the generous heart and thoughtful foresight of the community's founder, either directly or indirectly.

A public library is maintained for the free use of Cooleemee residents and is in charge of Mrs. Mary V. Heathman; social work in the community center and a clinic sponsored by the Episcopal Church is in charge of Mrs. Mary Green. There are other public benefactions of a like character in which Mr. Erwin has taken a generous hand. Older residents remember well the nucleus originating with Mr. Erwin's gifts and continuing as the growth of the community required.

Cooleemee's churches have a combined membership of several hundred. Rev. A. D. Stoudemire is pastor of the Baptist Church; Rev. N. C. Duncan, of the Episcopal; Rev. G. W. Clay, of the Methodist; and Rev. J. W. Foster of the Presbyterian. The Bank of Cooleemee, of which J. B. Mason, of Durham, is president, and J. H. L. Rice, the cashier since 1906, has furnished the community ample financial connection since 1905.

The J. N. Ledford department store, the largest store between Winston-Salem and Charlotte, is a subsidiary of the mill, but is operated independently. J. E. Smith being president and general manager. Since the destruction of the Mocksville hotel by fire a few weeks ago, Cooleemee has the distinction of being the location of the only hotel, the Riverside, in the county of Davie. Mrs. R. C. Alexander is manager of the hotel.

But Cooleemee is perhaps proudest of its high school, which is accredited and ranks high, and where 900 children from the kindergarten department to the senior

Six trucks help to bring the pupils of this school here. Professor E. W. Junker is the principal and he has a staff of 22 teachers. Cooleemee high, in addition to turning out many students who have made remarkable records in their grades, also proudly boasts of sports aggregations, baseball football basket ball teams, which have won leading honors.

General Manager J. W. Zachary 56, who grew up with the big Erwin Mill No. 3, with his family of twelve children, and a heart bound up as much with the community interest, its educational and religious welfare as in the mill itself, is one of the principal promoters and backers of Davie's finest school. A Cooleemee high annual was dedicated to him and much of his time and effort is devoted to the upbuilding of the school, but he modestly declines to take the credit.

The mill village's government is one of township proportions, taking in the whole of Jerusalem township. Incidentally, the present sheriff, Floyd McSwain, comes from Cooleemee as did his predecessor in office, Sheriff Kelly Cope. The township has furnished nearly all of the sheriffs of Davie county for a period of many years. Ex-sheriff George Wine-coff was also a native here.

Deputy Sheriff Sam Benson is the representative of the law here. A recorder's court for Jerusalem answers in the place of the usual municipal tribunal in a town of this size. Jeff Davis, with an illustrious name, is the recorder. Noah Grimes is the postmaster.

Jerusalem township is more populous than Mocksville, the county seat. There are 3,359 people in Jerusalem township, according to the last census, of which over 2,000 are in Cooleemee, and 3,209 in Mocksville township. Although returning a strong Republican majority for the past twenty-five years the township at the Novem-



## Cooleemee

## Business To Be Relocated

## Cooleemee's Downtown Area Will Be Wiped Out Soon

By RALPH MILLER  
Salisbury Post

Slowly but surely a mass exodus is in progress in the small Davie County community of Cooleemee.

The exodus is being made by the "downtown" business establishments, located in buildings owned by Erwin Mills, Inc., the largest employer of residents of this unincorporated town.

The reason for the exodus is simple: Erwin Mills has determined that it needs the company owned business district and property for future warehouse space and other company needs.

Consequently, the leases of the few remaining businesses still in the building are not being renewed.

The other business establishments are either completely "closing out" or moving north to

a new shopping center area about mid-way between Cooleemee and North Cooleemee.

A. W. Peacock, secretary and treasurer of Erwin Mills, Inc., of Durham, said in a letter regarding the company owned buildings:

"It has become necessary for us to have more warehouse space at our Cooleemee plants and engineering studies have indicated the best location for a new warehouse to be on the site now occupied by commercial buildings on the west side of Main Street. We hope to be able to begin construction of this warehouse within the next few months. The bank and the post office and still located in these buildings and it will be necessary to relocate these activities.

"At the present time we can furnish no further details in regard to the warehouse to be constructed as these plans are in the process of development.

## Shopping Center

This mass exodus goes back to about the first of the year when R. L. and Paul Fotser of Cooleemee began a shopping center at the intersection of Highway 801 and Marginal St. It was the first major expansion of the town's business district in many years.

As the shopping center grew, more and more of the "downtown" business establishments moved to the shopping center.

Then, Erwin Mills announced that leases of the company owned buildings could not be renewed because of the necessity of more warehouse space.

That began the exodus of the remaining businesses from the downtown area.

To date, the J. N. Ledford Co. Dept. Store, which opened in 1901 and was the county's largest department store, has closed down, not to reopen.

Already moved to the shopping center are the office of Dr. John P. Spargo and Cooleemee Rexall Drugs, as well as "new" business establishments for the town, including Cooleemee Launderette, P & N 5 & 10 cent Store, and Western Auto.

Reportedly ready to move to the shopping center are the union hall, Wagner Jewelry Store, a dry goods store, a gift shop and some of the barbers presently working at Shue Barber Shop, still operating in the "downtown" district.

Still located "downtown" in buildings due to become warehouses are the Central Carolina Bank and Trust, the U. S. Post

Office, Cooleemee Super Market and the jewelry store.

The jewelry store and super market reportedly will move to the shopping center when possible.

## Bank To Move

Charlie Bahnsen, vice president of the bank, said that the bank will re-locate at the shopping center area but will be in a building by itself and will not adjoin other business establishments.

Mr. Bahnsen said that it is hoped that the move could be made within 90 days.

William C. White, postmaster, said that the U. S. Post Office Department has advertised for bids for a new post office at Cooleemee, but that he has not yet been informed as to the results. However, the postoffice will have to vacate its present building as the lease is not to be renewed.

When the above mentioned establishments move, the lone surviving establishment in the "downtown" section will be a service station operated by Charlie Jordan and Buster Carter. The station is located in a com-

pany-owned building, but not one of those presently headed for demolition.

Mr. Carter said, however, that the station would probably remain open until the first of the year. After that, who knows?

It has been reported, but not confirmed, that the company-owned two story brick building on the east side of main street, locally known as the Union Hall building, will be demolished and the rubbish pushed into a ravine behind the present structure.

The buildings on the west side



UNION HALL BUILDING — This building, on the east side of main street in downtown Cooleemee, reportedly is scheduled for demolition to make more parking facilities available. The only

business still in the building is the union representative whose office is upstairs. The other businesses have moved out — or closed down.