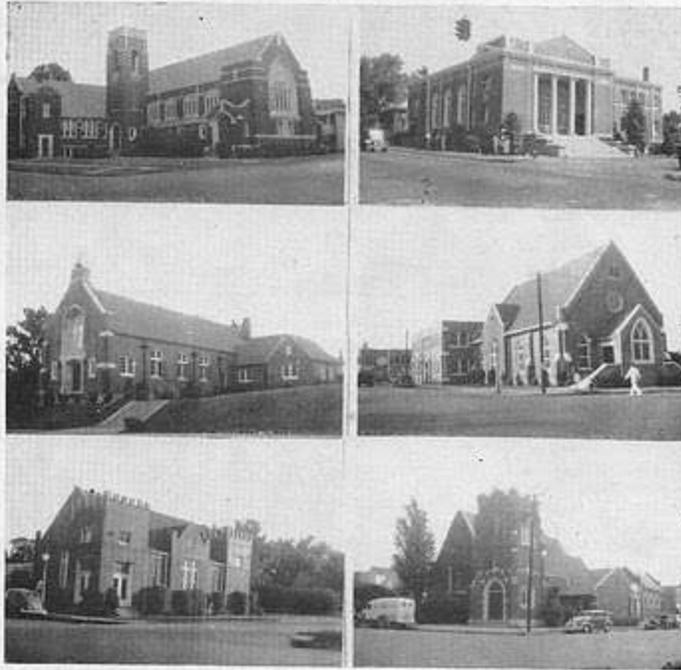


Forrest City, Arkansas

Forrest City, the county seat of St. Francis county, is one of the most substantial, modern and progressive little cities in Arkansas. It is substantial because of its geographical location, modern business houses, strong

S. Highway 70 and State Highway No. 1, both of which are paved. U. S. Highway 70 crosses the state from Texarkana via Little Rock to Memphis and State Highway No. 1 extends from Helena to the Missouri line.



Some of Forrest City's Churches

banks, productive farm and fruit lands, educational and religious institutions, ideal climate and progressive citizens and business men.

The rock upon which Forest City is built is agriculture and this one thing alone has placed it in a position to become one of the greatest little cities in the Mississippi valley.

Forrest City is served by the Rock Island and Missouri Pacific Railroads and is on U.

Forrest City's rail transportation facilities is supplemented by a number of bus and truck lines to all sections of the country. The city is located 39 miles from West Memphis and 93 miles from Little Rock, the state capital.

Forrest City has one of the most up-to-date systems of schools to be found anywhere in the smaller cities of Arkansas, churches of leading denominations, several owning im-

posing and costly houses of worship and having large congregations; a number of secret and fraternal organizations, miles of paved streets and sidewalks, cozy cottages, palatial homes and well shaded and well kept lawns; ample sewerage and good natural drainage, a climate that approaches the ideal, summer and winter; an unfulfilling supply of the

comprise, cotton—the leading money crop; corn, oats, rice, clover, alfalfa, cow peas, soy beans, kaffie corn, barley, rye, all forage crops, sorghum, peanuts, sweet and Irish potatoes, watermelons, cantaloupes, tomatoes, cucumbers, cabbage, onions, peas, beans, okra, in fact, garden vegetables of every kind and description as well as all



Cotton Grows to Perfection in Eastern Arkansas

best water in this part of the country taken from deep wells; 24 hour electric light and power service and all other conveniences of modern living conditions.

Forrest City has two of the strongest and best equipped banks in Eastern Arkansas, 3 wholesale grocery houses, several cotton gins, two modern compresses, farm machinery houses, auto sales and service firms, garages, filling stations, two first-class hotels, auto supply houses, daily and weekly newspaper, modern bakery, up-to-date steam laundry, first-class dry cleaning plants, wholesale and retail oil concerns, two bottling plants, many thoroughly modern retail stores and several carrying stocks equal to those commonly found in much larger cities. Forrest City has long been known as one of the leading shopping centers of Eastern Arkansas and draws trade from all surrounding country.

The last federal census gave Forrest City a population of 4,594, however, that was nearly ten years ago and many new people have moved into the city since that time.

Forrest City is located on Crowley's Ridge and is surrounded by some of the best agricultural, horticultural and stock lands in the eastern section of the state. Farm products

other crops common to this locality. Peas grow to perfection in this locality. Fruits also do well on Crowley's Ridge, a large acreage being devoted to the growing of the finest peaches on earth and hundreds of ears are shipped from this locality each season. Other fruits grown are apples, pears, plums, cherries, strawberries, blackberries, raspberries, etc.

St. Francis county has long been recognized as one of the best poultry, dairy, livestock and hog raising counties in Eastern Arkansas. An abundance of cheap feed, good pastures, mild climate, summer and winter, and close proximity to leading market centers are factors that enter into the success of the above lines of endeavor in this locality.

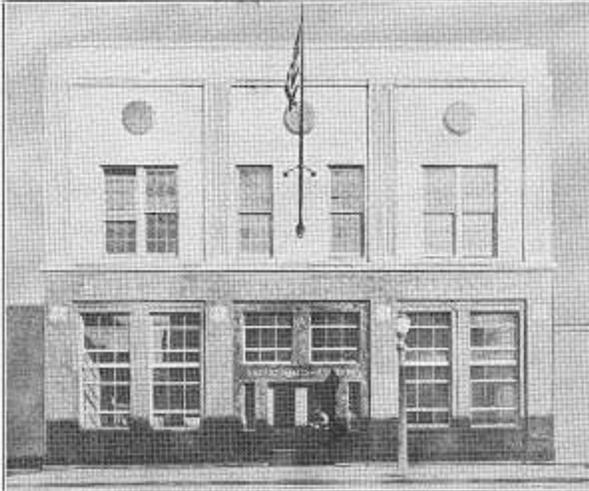
St. Francis county contains some of the best fishing streams and lakes in this part of the country. These fishing waters abound with black bass, crappie, perch, cat and other fish common to this region, and fishing is good nearly every month in the year. Eastern Arkansas, and especially the rice growing sections, is the natural winter home of the Mallard duck, and geese, quail, dove, squirrels and rabbits are also plentiful.

NATIONAL BANK OF EASTERN ARK.

The NATIONAL BANK OF EASTERN ARKANSAS is conducting a general banking business, devoting the utmost attention and most complete facilities to the needs of the community of which it forms a most important part.

Utilizing every effort to merit the appreciation of the substantial element in Forrest City and vicinity, it stands today as one of Eastern Arkansas' strong, growing, and successful financial in-

This is one of the oldest established banks in this section, having been founded way back in 1856, or something like 63 years ago, and during all of these years it has exercised a powerful influence in the financial and business affairs of St. Francis and adjoining counties, and contributed much toward the development of this region. Its official financial statement of June 30, 1939 shows TOTAL RESOURCES OF \$1,200,866.34; CAPITAL \$100,000.00; SURPLUS \$199,000.00; UNDIVIDED PROFITS \$58,544.82 and DEPOSITS OF \$1,620,318.74. It



Home of National Bank of Eastern Arkansas, Forrest City

situations, and is doing its full share toward the growth and greater development of the city and district. Its management and conservative and consistent methods are above criticism and thoroughly compatible with the best interests of the community.

The NATIONAL BANK OF EASTERN ARKANSAS is located on the ground floor of its own substantial and attractive home on Washington Street. It is one of the most elegantly furnished and furnished banks in the state outside of the large cities. It has a complete system of fire and burglar-proof safes and vaults; fire and burglar insurance is carried and deposits' money is otherwise fully protected from loss through any cause whatsoever. It is a member of the FEDERAL RESERVE SYSTEM and THE FEDERAL DEPOSIT INSURANCE CORPORATION and every depositment is under the direct supervision of the United States Government.

is the strongest bank in this section of the state. OFFICERS: W. W. Campbell, President; John W. Alderson, Vice-President; A. C. Sweet, Vice-President; Edridge Butler, Vice-President; A. C. Brodewell, Cashier; and C. L. Simmons, C. T. Woodfin and Webb Sweet, Assistant Cashiers.

DIRECTORS: John W. Alderson, A. C. Sweet, W. W. Campbell, A. C. Brodewell, Edridge Butler, James Fussell, C. W. Nector and H. K. Becker.

The officers and directors are local citizens whose names are closely allied with the upbuilding of Forrest City and vicinity—men whose names alone are sufficient to inspire confidence in business and financial transactions. They are progressive in their ideas and methods and stand justly high in the estimation of the public in general. Much of the success of the bank has been due to their untiring energy, keen business foresight, fair methods and close attention to details.

FORREST CITY IMPLEMENT COMPANY

There is to be found in every branch of trade, in every country, some house that stands out from the common level illustrating in its own way the high possibilities of its particular line, and so an example of this fact we take pleasure in calling the reader's attention to the enterprising firm whose name forms the caption. The FORREST CITY IMPLEMENT COMPANY is located

rock-bottom prices. Goods are delivered in a prompt manner to any part of the city and special attention is paid to telephone orders. This method is equipped with first-class fixtures and is constantly kept in a clean and sanitary condition. Refrigerator counter display cases enable the firm to keep meats and other perishable goods in the best of condition even in the warmest of weather.

The owner is T. E. Christophers. He is a man of liberal close-grained views, takes much interest in the affairs of his home town and country, is courteous



Harvesting Rice in Eastern Arkansas

in modern quarters on North Washington Street. This business was founded July 1, 1928, and although only a little more than a year old, it has already built up a patronage which makes it one of the outstanding implement houses of the Eastern section of the state. They are distributors of John Deere Quality Farm Implements, tractors and gasoline John Deere parts, with well equipped service department in connection.

John Deere implements are sold and used wherever farming operations are carried on, being one of the oldest, if not the oldest line of farm machinery and tractors in the United States. Wherever you find them, owners of John Deere equipment are always John Deere looters. For those people the farm machinery and tractor problem has been definitely solved.

The Forrest City Implement Company handles the entire John Deere line and serves all surrounding territory. The opening of this store was well-timed as it gives them an opportunity to obtain the best in farm equipment at economical prices, with courteous, helpful service at all times. The gentlemen at the head of this wide-gauge and progressive line are W. M. Warren, T. E. Thompson and Ray Watson. They are all men of good business qualifications and unimpaired integrity and can always be relied upon for a square deal. They are firm believers in the future possibilities of Forrest City and St. Francis county and always take part in worthy movements for the greater development of this section of the state.

CHRISTOPHER'S MEAT MARKET

In her first department of her life she does the careful housewife take more pride than in her table, and in no other article does she demand higher quality than in her meats and groceries. A local establishment dependable for all that is steady and desirable in fresh and cured meats, birds, delicacies, pure food groceries, etc., is CHRISTOPHER'S MEAT, located at 114 W. Hill St.

This market has been established since September 1, 1929. It has been given a liberal share of patronage from the very outset and has become widely known as a most safe and satisfactory place at which to purchase food products of the better quality at

and obliging and has many friends in Forrest City and vicinity.

EDGAR-WARREN DRUG COMPANY

When it comes to pointing with pride, Forrest City just can't make its index finger be still in the case of that meticulously arranged and up-to-date drug store conducted under the style of the EDGAR-WARREN DRUG COMPANY at the corner of West Broadway and Houser Sts.

This is beyond question one of the largest, best stocked and most complete drug stores between Memphis and Little Rock and a store that would reflect credit upon a city of much greater population. It is provided with fixtures of a modern type and the large stock carried is neatly and conveniently arranged.

THE EDGAR-WARREN DRUG COMPANY carries a stock that covers every need of the public. This stock has been selected with an eye single to quality and excellence and consists of pure drugs, chemicals, proprietary medicines, toilet articles, stationary, school and office supplies, fine razors, gift goods, books, toys, magazines, periodicals, rubber and leather goods, workers' supplies, watches, clocks, electrical appliances, etc. The store is also provided with a large new style fountain, provided over by a competent and courteous dispenser. They serve all kinds of refreshing temperature beverages, ice cream and frozen desserts, one of their specialties being the highly famous FORTUNE Ice Cream, a product which has few equals and is superior on the market.

All mention of this store would be incomplete without some space devoted to its prescription department. This branch of the business is complete to the minutest detail and is presided over by J. T. Edgar and O. N. Warren, the proprietors, who are graduates and registered pharmacists and two of the most widely experienced and capable men in this profession in Arkansas. They are men of marked business ability; have the fullest confidence of all and are known as two of the country's most dependable localities. They have been in business here since 1925 and have made their store one of the most popular and effective conducted establishments of its kind in this section.

PLANTERS BANK AND TRUST CO.

It is impossible to make a thorough disclosure of the resources of Forrest City without making a careful review of its financial institutions, through the indispensable aid of which the prosperity has been promoted and made stable and secure.

Guided, managed, and upheld by citizens of sterling worth, integrity and wealth, thoroughly describe the PLANTERS BANK & TRUST CO.



Home of Planters Bank & Trust Co.

PANY, one of foremost financial institutions of Eastern Arkansas. It was organized back in 1870 and since that time its history has been one of steady advancement along lines of conservatism and good judgment and its splendid growth bears assurance of its popularity among those individuals and corporations of St. Francis county.

The Planters Bank & Trust Company transacts a general banking business; pays interest on certificates of time deposits; makes loans on approved collateral; issues local and foreign exchange. Its official financial statement of June 30, 1928, shows TOTAL RESOURCES OF \$2,322,241; CAPITAL STOCK \$500,000.00; SURPLUS \$2,098,100; UNDIVIDED PROFITS \$1,107,451 AND TOTAL DEPOSITS OF \$385,877.00.

The Planters Bank & Trust Company is provided with fixtures of a thoroughly modern and attractive type, including fire and burglar-proof safes and vaults; fire and burglar insurance is carried and it is also a member of the FEDERAL DEPOSIT INSURANCE CORPORATION which affords a \$5,000.00 maximum insurance for each deposit.

The bank also has driving branch banks at Cotton Plant and DeValls Bluff. The officers are: S. J. Dean, President; J. R. Fletcher, Vice-President; H. L. Petty, Cashier; C. N. Havers, Assistant Cashier; Bruce Kennedy, Assistant Cashier, in charge of Cotton Plant office and Virgil Owen, Assistant Cashier, in charge of DeValls Bluff office.

The Board of Directors is made up of the following well known and successful business men:

W. A. Arthur, C. N. Havers, S. H. Bush, Martin B. Norfleet, S. J. Dean, H. L. Petty, C. T. Doss, Sam Shupe, J. R. Fletcher and G. M. Warren.

The officers and directors are among the successful capitalists and generals of finance in this section; first in adopt advanced ideas that are practical and at every turn have demonstrated a conservatism that appeals to people of intelligence and business understanding. They are largely public spirited, stand high in all circles and are always among the first to lend their support to projects advanced for the greater development of Forrest City and the Eastern section of the state.

Mr. S. J. Dean, the President of this bank is developing a model stock farm two miles west of Forrest. He now has 70 acres, 17 mares, 1 jack, 15 colts and 11 head of white face and pink-cute and has made and is continuing to make extensive improvements on his holdings in the Paines community.

THE MEN'S SHOP

This is a comparatively new store, having been opened in March, 1928, although it is one among the most important in its line in the city.

THE MEN'S SHOP handles stylish and serviceable men's clothing, furnishings and shoes, featuring the highest class lines that science and experience can command, with reasonable prices and courteous service as distinguishing features of the business. In connection they do dry cleaning of the highest possible class on both ladies' and gents' garments, furnishing a service along this line in keeping with the best to be had anywhere.

The Men's Shop is ideally located at 114 Washington St. Many of the smart careful dressers in Forrest City and surrounding country make it a rule to buy all their clothing and furnishings at this store, as well as looking to the firm for dry cleaning and pressing of the better quality. The business is under the ownership and management of R. H. Dennis. He is a young man of unblemished "pop" and business ability; stands justly high in the estimation of all and takes a considerable interest in matters looking toward the betterment of Forrest City and surrounding country.

J. D. DENNIS

Among the newest of the many enterprises that go to make up the panoply of Forrest City's commercial activities, is the well stocked store of J. D. DENNIS, who threw open his doors for business July 21, 1928.

Although newly established, Mr. Dennis is already in command of a substantial patronage among all classes who like to buy the best pure foods groceries, table delicacies, fresh and fresh as an economical price. He is located in modern quarters at 159 N. Lamar Street. Here you may find a complete and up-to-the-minute stock of fresh staple and fancy groceries, table delicacies, fruits, produce, etc., and all at low prices as may be expected anywhere. One of his special and exclusive lines is Paines foods for breakfast, dairy cattle and poultry. This is one of the most widely appreciated lines in the American Dominion and has always given the most positive satisfaction.

Mr. Dennis is a young man of the most progressive type; has the fullest confidence of all and enjoys freedom among our people. He is a gentleman of courteous bearing and high integrity and one with whom it is always a real pleasure to deal. We predict for him a long and successful career in our midst.

THE COCA-COLA BOTTLING COMPANY

The most popular temperance beverage that has ever been put on the market is COCA-COLA, that refreshing, thirst-quenching beverage which is so eagerly sought by hundreds of thousands of thirsty mortals who crave any other drink. The COCA-COLA BOTTLING COMPANY of Forrest City has one of the most modernly equipped and efficiently conducted plants anywhere in the smaller cities of Arkansas. In equipment, capacity, quality of pro-



Crowley's Ridge Peaches

ducts and service to dealers, it exemplifies the latest developments in this important phase of enterprise.

Filtered, treated and purified water is used in the manufacture of its products and the extracts and syrups which form an important part of this beverage are scientifically pure and contain every product.

Each bottle used to contain Coca-Cola is subjected to a bath in a caustic soda solution, thoroughly scrubbed inside and out and finally rinsed in pure clear water before being filled and capped and sent out to the trade. The washing, scrubbing, rinsing and bottling is all done by automatic machinery and the bottles are never touched by human hands from the time they are placed in the soaking and washing machines until they are filled and sealed and ready for delivery. This plant is one of the largest, if not the largest in eastern Arkansas, having a daily capacity of about 1250 cases of 24 bottles to a case, or about 3000 dozen bottles. The machinery in use is the latest and best that money can buy. This plant was founded in 1929 and has since built up a broad and growing patronage. The firm covers St. Francis and parts of Cross, Lee and Crittenden counties. The business is located in a spacious brick structure on First Street, near the Court House.

The Coca-Cola Bottling Company is an enterprise that would reflect credit upon a city of much greater population. It is ably managed by George Berry, a young man of energy, business ability and the highest integrity who enjoys a broad acquaintance and the confidence of the masses. He is at all

times for the good of the town in which he lives and has contributed both time and money toward the onward march of progress of Forrest City and vicinity.

JOE BRADSHAW'S ESSO STATION

The automobile is one of the most important factors in the business and social life of every community. This makes it necessary for every town to have its service stations and supply sources. One of the foremost leaders in this line in Eastern Arkansas, is JOE BRADSHAW of Forrest City, who operates the JOE BRADSHAW ESSO STATION at Broadway and Washington Sts., also the Jackson & Ironton Service Station on East Broadway. These stations are among the best equipped and most efficiently operated in Arkansas, and are devoted to the sale of the famous Esso and Firestone gasoline; Esso motor oils and lubricants and the celebrated Atlas tires and tubes, batteries, etc. These products have been on the market for many years and have always given the motorist a maximum of satisfaction at a minimum of expense. They also take care of washing, greasing, tire and battery service, in fact, look after all needs of motorists and in such an able manner as to cause only the most favorably comment among all who are familiar with the firm's courteous and helpful service.

Mr. Bradshaw also owns the Waiver Service Station at Black Fish Lake, another one of the representative service stations of this section. The latter also handles Esso products and Atlas tires, tubes and batteries. Mr. Bradshaw has been in his present line about 10 years and is one of the best known service station men in Eastern Arkansas. He is a citizen of the highest type of progressiveness; has the fullest confidence of all and in matters that have for their aim the material and civic betterment of his home city he has always taken his part with real and substantial contributions.

GROBMYER'S MARKET

For many years the name GROBMYER has been most favorably known in Forrest City and surrounding country as meaning headquarters for fresh and cured meats, produce, table delicacies, pure food groceries, etc. and that the good name has not stood in vain is shown in the substantial patronage now enjoyed and the confidence bestowed upon the firm by the people of this community.

GROBMYER'S MARKET was originally established about 60 years ago by the late L. R. Grobmyer, and since his passing the business has been continued by his son, A. J. Grobmyer. This market is provided with first-class fixtures and constantly kept in a most scrupulously clean and sanitary condition. It is a headquarters for everything in high grade meats, groceries, produce, fruits, vegetables, etc., with prices as moderate as may be offered anywhere.

GROBMYER'S MARKET is conveniently located on Washington St., near the center of the business district. Goods are delivered in any part of the city and special attention is given to telephone orders. Many of our best families make it a rule to buy all their supplies from this well known firm, due to quality products, right prices and courteous service.

Mr. Grobmyer, the proprietor, is one of the best known citizens of St. Francis county, having made his home here all of his life, and has many friends. He is an advocate of everything that might have a tendency to benefit Forrest City and has spent both time and money toward the onward march of progress of the city and county.

FEDERAL COMPRESS AND WAREHOUSE COMPANY

The big, broad and liberal policy that has always been pursued by the FEDERAL COMPRESS & WAREHOUSE COMPANY is the matter of fostering and encouraging the cotton industry in Eastern Arkansas is shown in the splendid name Forrest City has long enjoyed as one of the most important cotton markets in this section. The company's business plants in this city are among the most



High School, Forrest City, Arkansas

pretentious in Arkansas, and are pointed to with gardenable pride by every citizen who touches upon the cotton question when detailing to a stranger the things that help to make Forrest City an important commercial center. The concern has two plants here which are modern in every detail of equipment and have a combined storage capacity of about 65,000 bales. It has an insurance rate that will compare favorably with any concern in the state. When operating at full capacity this concern requires the services of from 50 to 75 men and its pay-roll is an important and very definite factor in the success of many other lines of business in the town and county.

The Federal Compress & Warehouse Company is one of the greatest organizations of its kind in the South. It maintains its headquarters at Memphis and has plants scattered throughout the cotton producing territory of the Mississippi valley. Other plants in Eastern Arkansas are at West Memphis, Carlisle, Marianna and Helena. The company handles practically all of the cotton grown in this section and affords a service in keeping with the best to be had anywhere. This is an old established enterprise, and is ably managed by H. C. Baker, who has had charge for 7 or 8 years. Mr. Baker is a man of extensive experience in this field of endeavor and has every detail of the plant at his finger tips. He is a level-headed, straight-forward and progressive business man and one who takes an active interest in everything that points toward the progress of Forrest City and district.

WILLIAMS DRUG STORE

Close attention to details exist in any line of business, but in none more noticeably than in that which consists of many small sales and modest profits, such as the drug business. The present flourishing business of the WILLIAMS DRUG STORE has come about through the untiring energy, vigilance and business acumen of J. G. Williams, the proprietor, who has given his best effort to achieve a

circumstance which is now both a profit and a credit to himself.

This is one of the outstanding drug stores of Eastern Arkansas and is popular with the masses. It is one of the firmly established and successful enterprises of the city and has been given a gratifying patronage from the very outset.

The WILLIAMS DRUG STORE is provided with fixtures of a modern type and completely stocked with pure drugs, chemicals, proprietary medicines, toilet articles, stationery, kodaks, films, magazines, periodicals, fine candies, smokers' supplies, gift goods, etc. in fact everything commonly carried by a modern drug store, also manufactures its cream, Kivo-Mix Cough Mixture and 24 or 25 different kinds of family medicines and drug sundries.

No drug store is considered complete now-a-days without possessing a first-class fountain and in this respect the Williams Drug Store ranks with the best in the city, being provided with a large new style fountain, provided over by ecologist and pump-taking dispensers. In the sale of ice cream, the firm transacts both wholesale and retail business.

A specialty is made of accurate prescription work. Mr. Williams is a registered pharmacist and one of the most capable men in his line in Arkansas. The store is well located at the corner of Broadway and Rousey Sts. Mr. Williams also has a well stocked drug store at Brinkley. He is one of the most wide-awake and progressive men in the community; stands high in both business and social realms of this section, and takes part in movements that have a tendency to place his home town and county in a more progressive standing.

FUSSELL-GRAHAM-ALDERSON COMPANY

It is a matter of pride among the citizens of Forrest City who have any public spirit to realize that our little city has facilities in every field which makes it a cessant of independent resources. A number of our retail stores will compare favorably with the best houses of a similar nature in large cities. One worthy of special mention is the FUSSELL-GRAHAM-ALDERSON COMPANY, located on Washington and Broadway. This is one of the oldest established, best known and most progressive mercantile firms in Eastern Arkansas. The business was founded something like 63 years ago, when Forrest City was a small village and the surrounding country was a wilderness, broken occasionally by small farms. During all of these years it has been one of the leaders in Eastern Arkansas merchandising and has maintained a policy that has inspired confidence by selling the best goods at the lowest possible prices and giving every customer an absolute square deal.

This well known firm handles dry goods, notions, clothing, furnishings, hats, caps, shoes, ladies' ready-to-wear, plantation supplies, groceries, hardware, household accessories, etc., in fact, general merchandise of every description.

Obtaining stock in liberal quantities direct from the original sources of supply, this firm is able to offer an attractive price as may be offered anywhere in this section. The company is incorporated with an ample capital and has for its officers and directors John W. Alderson, President; M. C. Haskelton, Vice-President; James Fussell, Vice-President; John W. Alderson, Jr., Secretary and Treasurer; E. B. Smith and W. S. Alley. They are among the most widely known financial citizens and business men of St. Francis county; stand high in all circles, and have championed every cause for the greater development of Forrest City and vicinity.

ST. FRANCIS MOTOR COMPANY

Look back through the years and count the number of cars that have been introduced and forgotten. Through all the ups and downs of the industry, through good times and bad times, through days of doubt, and the days when an automobile was a curiosity, and right on through the days when the automobile became a headache and enjoyable anomaly, the FORD has not only endured, but has steadily



Home of St. Francis Motor Co.

grown in popular favor. These well known cars together with the famous Lincoln Zephyr and Mercury are sold in Forrest City by the ST. FRANCIS MOTOR COMPANY, the largest establishment of its kind in Eastern Arkansas.

The New Ford V-Eight, Lincoln Zephyr and Mercury are wonderful cars at wonderfully low prices, and embody every desirable feature commonly found in cars selling at double their price. This firm carries a complete stock of genuine Ford parts, Firestone tires and batteries, Good Gulf gasoline and Gulf Pride and Quaker State oils, in fact, this is a one stop service for motorists, handling everything in supplies and accessories and taking care of repair work on cars of all makes. The mechanical department is presided over by highly skilled men, factory trained, and no job is too difficult for them to handle in a satisfactory manner and none is too small to receive their undivided attention. Their prices will be found to be no less so those of any firm in this part of the state.

The St. Francis Motor Company occupy premises 150 x 532 feet in size and have every known modern facility for taking care of the needs of patrons. This is one of the oldest motor sales and service firms in Eastern Arkansas, if not the entire state. The business was established in August, 1914, and during the firm's quarter of a century of faithful service to this community it has held the confidence of the public to a marked degree by giving every customer an absolute square deal.

The St. Francis Motor Company is owned by Mr. Louis McDaniel, one of the most enterprising, far-seeing and progressive men that Forrest City has ever had and a citizen whose name is everywhere identified with the development of this region. Mr. McDaniel is one of the best known men in the county and is very highly regarded for his energy, keen business foresight and ceaseless attention to details.

CITY GULF SERVICE STATION

Gasoline and oil comprise only a small part of the service available at the modern service station. The multitude of small annoyances plagues upon service station patrons "for nothing" far exceeds the service that the car driver pays for. And these little services, such as wiping the windshield unobscured, testing the air, filling the radiator or shooting a few drops of penetrating lubricant on the spindles, lends pleasure to motoring. At the CITY GULF SERVICE STATION, located on W. Broadway beyond the railroad, the proprietor and his assistants are never too busy to give you courteous attention. Modern service equipment has been installed, including an oil-pressure hydraulic car-lifter which makes it convenient to reach every part of the car for lubrication. They also do car washing and polishing and afford tire and battery service of a high order at reasonable prices.

This station handles the far-famed Gulf gasoline, Gulf motor oils and lubricants and the forty famous DeSoto drive and tubes, the best that money can command, although sold at economical prices. This is one of the largest, best equipped and most ably conducted service stations in Eastern Arkansas and is popular with both local and transient motorists. It has been established since August, 1935, 1935 and has grown steadily in patronage and the confidence of the people from the very outset.

The proprietor is Dudley McFall, a young man of experience and ability in his line and one who is meeting with success through his own efforts, natural business ability and close attention to details. Mr. McFall is a courteous, upright and progressive business man and his deep interest in the welfare of his home town moves him to take part in all projects for public good.

TISCHER'S JEWELRY STORE

Emergency in purchasing is the keynote of propriety. No jewelry store in Arkansas offers better values or more satisfactory service than TISCHER'S JEWELRY STORE, well located on N. Washington St.

This an old established store. Three years ago it was purchased by the late Paul Tischler and was operated by him until his passing August 1930, 1930. It is now owned by Mrs. Tischler and ably managed by her brother, W. E. Eastcott.

Tischler's Jewelry Store is provided with fixtures of a modern type and completely stocked with both high and middle grades of jewelry, diamonds, pearls, novelties, pocket and wrist watches, silverware, clocks, gift goods, etc. One of the very prominent features of this store is its well arranged repair department. The latter is under the personal direction of Mr. Eastcott, the manager, who is an expert jeweler and watchmaker, with 15 years experience, in fact, has been identified with this line ever since his boyhood and is one of the best posted men in his profession in Arkansas. Mr. Eastcott was formerly located at Tulsa, Okla., correct, two stores in that state and was watch inspector for the Prisco, Santa Fe and M. K. and T. Railways for several years. He attended camps of the present business August 1904, 1905. Mr. Eastcott has made an exhaustive study of this line of work and is capable of handling anything in the line of repair work on watches of all kinds, clocks, jewelry, etc., and at prices that are in every way consistent with the high quality of the service afforded. He is a young man of courteous bearing and much interested in movements that might benefit the town in which he lives, and has the fullest confidence of all who know him.

ST. FRANCIS MOTOR COMPANY

Look back through the years and count the number of cars that have been introduced and forgotten. Through all the ups and downs of the industry, through good times and bad times, through days of doubt, and the days when an automobile was a curiosity, and right on through the days when the automobile became a headache and enjoyable anomaly, the FORD has not only endured, but has steadily



Home of St. Francis Motor Co.

grown in popular favor. These well known cars together with the famous Lincoln Zephyr and Mercury are sold in Forrest City by the ST. FRANCIS MOTOR COMPANY, the largest establishment of its kind in Eastern Arkansas.

The New Ford V-Eight, Lincoln Zephyr and Mercury are wonderful cars at wonderfully low prices, and embody every desirable feature commonly found in cars selling at double their price. This firm carries a complete stock of genuine Ford parts, Firestone tires and batteries, Good Gulf gasoline and Gulf Pride and Quaker State oils, in fact, this is a one stop service for motorists, handling everything in supplies and accessories and taking care of repair work on cars of all makes. The mechanical department is presided over by highly skilled men, factory trained, and no job is too difficult for them to handle in a satisfactory manner and none is too small to receive their undivided attention. Their prices will be found to be no less as those of any firm in this part of the state.

The St. Francis Motor Company occupy premises 150 x 532 feet in size and have every known modern facility for taking care of the needs of patrons. This is one of the oldest motor sales and service firms in Eastern Arkansas, if not the entire state. The business was established in August, 1914, and during the firm's quarter of a century of faithful service to this community it has held the confidence of the public to a marked degree by giving every customer an absolute square deal.

The St. Francis Motor Company is owned by Mr. Louis McDaniel, one of the most enterprising, far-seeing and progressive men that Forrest City has ever had and a citizen whose name is everywhere identified with the development of this region. Mr. McDaniel is one of the best known men in the county and is very highly regarded for his energy, keen business insight and ceaseless attention to details.

CITY GULF SERVICE STATION

Gasoline and oil comprise only a small part of the service available at the modern service station. The multitude of small annoyances plagues upon service station patrons "for nothing" far exceeds the service that the car driver pays for. And these little services, such as wiping the windshield unobscured, testing the air, filling the radiator or shooting a few drops of penetrating lubricant on the spindles, lends pleasure to motoring. At the CITY GULF SERVICE STATION, located on W. Broadway beyond the railroad, the proprietor and his assistants are never too busy to give you courteous attention. Modern service equipment has been installed, including an oil-pressure hydraulic car-lifter which makes it convenient to reach every part of the car for lubrication. They also do car washing and polishing and afford tire and battery service of a high order at reasonable prices.

This station handles the far-famed Gulf gasoline, Gulf motor oils and lubricants and the forty famous Delco-Light valves and tubes, the best that motor car owners, although used at economical prices. This is one of the largest, best equipped and most ably conducted service stations in Eastern Arkansas and is popular with both local and transient motorists. It has been established since August, 1935, 1935 and has grown steadily in patronage and the confidence of the people from the very outset.

The proprietor is Dudley McFall, a young man of experience and ability in his line and one who is meeting with success through his own efforts, natural business ability and close attention to details. Mr. McFall is a courteous, upright and progressive business man and his deep interest in the welfare of his home town moves him to take part in all projects for public good.

TISCHER'S JEWELRY STORE

Efficiency in purchasing is the keynote of prosperity. No jewelry store in Arkansas offers better values or more satisfactory service than TISCHER'S JEWELRY STORE, well located on N. Washington St.

This an old established store. Three years ago it was purchased by the late Paul Tischler and was operated by him until his passing August 1930, 1930. It is now owned by Mrs. Tischler and ably managed by her brother, W. E. Eastcott.

Tischler's Jewelry Store is provided with fixtures of a modern type and completely stocked with both high and middle grades of jewelry, diamonds, pearls, novelties, pocket and wrist watches, silverware, clocks, gift goods, etc. One of the very prominent features of this store is its well arranged repair department. The latter is under the personal direction of Mr. Eastcott, the manager, who is an expert jeweler and watchmaker, with 15 years experience, in fact, has been identified with this line ever since his boyhood and is one of the best posted men in his profession in Arkansas. Mr. Eastcott was formerly located at Tulsa, Okla., covered two stores in that state and was watch inspector for the Prices, Santa Fe and M. K. and T. Railways for several years. He attended camps of the present business August 1904, 1905. Mr. Eastcott has made an exhaustive study of this line of work and is capable of handling anything in the line of repair work on watches of all kinds, clocks, jewelry, etc., and at prices that are in every way consistent with the high quality of the service afforded. He is a young man of courteous bearing and much interested in movements that might benefit the town in which he lives, and has the fullest confidence of all who know him.

COLLINS & DOOLEY DEPARTMENT STORE

Among the first-class retail houses that are contributing to the prestige of Forrest City is a distinctive trading center for a large scope of prosperous territory, is the COLLINS & DOOLEY DEPARTMENT STORE, located at the corner of Broadway and Boston Sts.

This is one of the largest and most up-to-date department stores in Eastern Arkansas and one that



City Hall, Forrest City, Arkansas

would do credit to a city of much greater population. Handling a large, carefully selected and complete stock of dry goods, ladies' ready-to-wear, men's and boys' clothing, furnishings, hats, eggs and shoes, with prices as low as may be offered anywhere in the metropolitan cities. This firm is a big factor in attracting people to Forrest City to trade. It is a store with a distinct individuality and one where the dollar does its full duty in the purchase of new reasonable merchandise of the sturdy and better quality. They handle a stock of such magnitude and variety as to meet the demands of discriminating patrons and those who like to buy economically so well. This firm entered the local field in March, 1927, and has since built up a patronage which makes them one of the leaders in St. Francis county merchandising. The members of the firm are E. M. Collins and G. E. Dooley. They are men of broad experience in mercantile pursuits and keep thoroughly abreast of the times. They are citizens of the highest type of integrity; have the esteem and confidence of all, and in matters respecting the welfare of their home city and district, have always taken their part with real and substantial contributions.

HOUSE OF HAURY

Leading Jeweler and Optician

Carrying a complete stock of watches, jewelry, jewelry novelties, diamonds, clocks, silverware and optical goods of every description and rendering service that satisfies, the HOUSE OF HAURY, located at 114 W. Broadway, is one of the outstanding, leading and reliable jewelry and optical establishments in Eastern Arkansas and one that fully fits the needs of its town and field. This store is modern in every detail of equipment and completely stocked with jewelry and optical supplies of every description. It is owned by Dr. Frederick Wm. Haury, D. D., one of the most widely experienced and capable jewelers and opticians in the state who enjoys an excellent reputation for affording service equal to the best to be had anywhere. Dr. Haury operated a large jewelry and optical establishment at Helena

for 20 years, where he carried a stock valued at about \$40,000.00; has been in the same line in other communities and came to Forrest City in 1906. He is thoroughly familiar with every detail of watch-making, engraving, the setting of diamonds and precious stones, and one of the most capable opticians in this section. He is a licensed optician and has ever known modern facility for examining and testing eyes and fitting glasses suited to each individual customer or client. He also supplies artificial human eyes.

Dr. Haury is a man of more than ordinary ability and can always be relied upon for an absolute square deal. He is a believer in Forrest City and is generally regarded as one of the real live boosters for the city, county and state.

SAM BURD

Ready-To-Wear, Clothing, Furnishings, Etc.

Upon the practical, broad-minded citizen who does things depends the spirit of progressiveness of any community, and Forrest City owes much of its business reputation to such men as SAM BURD, dealer in ladies' ready-to-wear, men's clothing, furnishings and shoes, with tailoring department in connection. Mr. Burd features mainly the highest class lines obtainable, although carries a stock as varied in price that he can and does meet the demands of all classes of customers. He is a man of broad experience in his mercantile business and knows just what to buy to meet the demands of discriminating patrons.

Mr. Burd is among the best known, most far-sighted and progressive men in the city, having been established 21 or 24 years, and has won and held the confidence of the public by deserving it—living up to a code of ethics that has meant an absolute square deal for every customer, large or small. He keeps in close touch with the leading wholesale markets and obtains goods in sufficient quantities to warrant the lowest and most consistent prices to his hundreds of friends and patrons.

FORREST CITY CLEANERS

Stains of the most careful cleaners in Forrest City get their garments cleaned, pressed and repaired by the FORREST CITY CLEANERS, located on Washington Street. They do dry cleaning, pressing, tailoring and repair work of the highest possible class and at prices anyone can well afford to pay, with efficient delivery service throughout the city and vicinity. This concern has one of the most modernly equipped cleaning and pressing plants in this section, the machinery in use being the very latest that money can buy and representing a large outlay. The plant is provided over by Master Cleaners who know the business from A to Z and much of the success of the firm has been due to the high quality of its work, right prices and courteous service.

Starting in business here in 1935, this firm has been given a phenomenal patronage from the beginning and has won an excellent reputation for superior service and fair dealing. H. L. Green is the effective manager. He belongs to that type of progressive business men who, while looking out for his own interests, is not blind to those of the town in which he lives, and whenever necessary calls he is apt to be found working judiciously and conscientiously toward that end. Mr. Green is courteous and obliging and employs only competent and courteous staff. He gives every department the benefit of his personal supervision, thus assuring satisfactory service.

MOSELEY'S STEAM LAUNDRY

No city that hopes to be regarded as up-to-date can hope to exercise this appellation without possessing a modern laundry. A first class laundry is one equipped with modern machinery and appliances and furnishing efficient service to its patrons, for uncleaned methods in this line are no objectionable as in any other.

In MOSELEY'S STEAM LAUNDRY, Forrest City can lay claim to having one of the best equip-



Moseley's Laundry, Forrest City, Arkansas

ped and most ably conducted laundries in Arkansas.

This business has been established about 18 years. Improvements have been made from time to time by way of installing new machinery and devices to keep pace with the strides of time, and the establishment is today one of which any community might well feel proud. The firm serves the city and all surrounding country, affording efficient pickup and delivery service and paying the same careful attention to telephone orders as those given in person. In all departments it requires the service of a large number of men and women and its payroll is an important item in the sum-total of disbursements for labor in the city.

Moseley's Steam Laundry has built its business purely on the strength of the quality of its work, coupled with dependable service and reasonable prices. Its slogan is "We Do It Better."

This enterprise is owned by F. G. Moseley. He is a man of many years experience in the laundry business; employs only competent assistants and has every detail of the business at his finger tips. Mr. Moseley is a busy man, but generously finds time to take an active interest in matters looking toward advancement of his home town and county. During his career he has been a vital factor in every phase and manner of the development of Forrest City and is a valuable citizen to the community.

GREGORY'S

Furniture and Home Furnishings

Few stores interest men and women alike to the extent that furniture stores does. Both husband and wife are concerned as to what goes into the home and in such stores men and women go shopping together. Reliability in the article, a large assortment and a reasonable price are the demands most frequently made on houses of this character, and all of these are fully met in the well stocked store known as GREGORY'S. This firm occupies

a convenient location on Front street, there may be found one of the largest and most up-to-date stocks of its kind in this part of Arkansas, with prices as moderate as may be offered anywhere. They carry high and medium grades of furniture, floor coverings, radios, stoves, ranges, refrigerators, etc., their stock being so varied in design and price that they can and do meet the demands of all classes of people.

The history of this business takes us back to January 1, 1920, at which time it was started in a modest way. With the flight of time it grew steadily and the firm is today an acknowledged leader in its line in its town and field. Goods are sold for cash or on the easy payment plan.

GREGORY'S is the class of store that brings people into Forrest City to trade, and is a real asset to the city and a store of which any community might be justly proud.

The active head of this well known firm is H. W. Gregory. He is a man of the ripest sort of experience in the furniture business and knows just how to keep his stock up to the demands of all classes.

Mr. Gregory has made his home here for years; enjoys a wide acquaintance and confidence of the masses. He has seen many changes in the town and county, and not only witnesses this development, but to be a power in promoting it has been his privilege and pleasure. He is generally among the first to aid projects for the greater development of Forrest City and is a valuable citizen to the community.

QUALITY CLEANERS

The American people as a rule are extravagant, but their extravagance is more the result of thoughtlessness than any deliberate intention to spend money lavishly. In the matter of clothing, for instance, thousands of dollars' worth of soiled or slightly worn garments are discarded or sold to a second-hand dealer for a "song" when a dollar or two spent with a practical dry cleaner would make them almost as good as new. This is an unfounded opinion, but a fact as may be proven by investigation or a visit to the QUALITY CLEANERS, whose plant is located on the corner of South Washington and Front Sts.

The Quality Cleaners have the latest machinery and devices known to modern cleaning and pressing science and can and do produce a class of work equal to the best to be had anywhere. Garments are called for and delivered to any part of the city and special attention is given to telephone calls. They clean, press and repair ladies and gents' garments, take care of dyeing in a highly satisfactory manner also have a department devoted to reweaving and rebuttoning hats. This is one of the outstanding cleaning establishments of the Eastern section of the state and one that has built its patronage on the quality of its work and service, coupled with reasonable prices and fair dealings.

The active head of this business is Clay Waddell. He is a young man of extensive experience in all that pertains to the dry cleaning industry and employs only the most competent and reliable assistants.

Mr. Waddell is a gentleman of unflinching courtesy and his straightforward methods have enabled him to make many friends among our people. He has been established since September, 1920. He is a man of liberal civic pride and is generally regarded as one of the city's most dependable business.

ARLINGTON HOTEL

To those, the nature of whose business necessitates constant travel and the traveling public whose sense is legion, so features of modern progress possess more interest than first-class hotel accommodations, and therefore it is that the admirably conducted, hospitable—like ARLINGTON HOTEL—became the center of such genuine interest and concern.

This hotel is situated on South Washington St., one block from the railroad. It is a substantial



Street Scene, Forest City, Arkansas

and attractive, air-cooled, two-story, brick building, provided with steam heat, hot and cold running water and all other modern conveniences and many of the rooms have private bath. It contains 40 large, airy, well ventilated, neatly furnished and comfortable rooms which are at the disposal of the public either single or en suite. The rates are one dollar per day and up and are extremely reasonable considering the excellence of the service afforded.

The Arlington Hotel has been in operation for more than a quarter of a century. Improvements have been made from time to time in order to keep pace with the growth of the city and it is today one of the most modern and ably conducted hotels in Eastern Arkansas.

The hotel is under the capable management of Otto Bridgford, who assumed control in August, 1923. He is a gentleman of unflinching courtesy, well experienced in the hotel business and has scores of loyal friends among both the local and traveling public. He has great faith in the future of Forest City and this is evidenced by his liberal support of worthy enterprises for the greater development of the town, county and state.

GILBERT FURNITURE COMPANY

Far back before the dawn of history, it began—the instinct to make the home more than just a place to eat and sleep; to make it even more comfortable, more restful; more attractive; to achieve the atmosphere of "homeliness." To furnish the urge for more luxuriously appointed homes is the purpose and mission of the GILBERT FURNITURE COMPANY, situated on North Washington Street. This firm threw open its doors for business in 1928; has had a substantial and gratifying growth from the outset and is today one of the outstanding furniture houses of Eastern Arkansas.

Here may be found an exceptionally complete stock of high and medium grades of furniture, rugs, linoleums, stoves, ranges and all kinds of home furnishings, with prices as moderate as may be

offered anywhere. Realizing that the many articles needed in the modern home cannot, in all cases, be readily purchased for cash by those of modest income, this firm has arranged to extend credit to all who desire it.

In addition to carrying a large stock of new goods, they also deal in used furniture, stoves, refrigerators, etc. The active head of this company is A. B. Gilbert, who is ably assisted by his brother, T. R. Gilbert. They are among the most far-seeing and progressive men in the city; stand high in the estimation of all, and have always been active in helping to place their home town in a more progressive standing. They are conspicuous in most walks in social or business intercourse, and consequently have many friends among the local and traveling public.

TAYLOR-CASBEER

Exclusive Men's Wear

Standing conspicuously in the foreground among the representative business enterprises of Forest City and contributing its full share toward the growth and development of this section is the TAYLOR-CASBEER EXCLUSIVE MEN'S WEAR STORE, located on Broadway, near Washington. This firm handles one of the most carefully selected and highest grade stocks in Eastern Arkansas, although their prices are as higher than many stores featuring lower grades of merchandise. They handle everything in men's wear of the better quality—the kind that gives the customer the most positive satisfaction. A few of their special and celebrated lines are: Nam-Bush shoes, Debbie Hats, Arrow Shirts, Stern-Schaefer tailoring, Beau-Brunard ties, Skipper Sport-suits, Wilson Bros. Furnishings and Hole-Proof Hosiery.

This business has been established since 1934, and has been a success from the very beginning, due in a great measure to the fact that the firm has



Postoffice Building, Forest City, Arkansas

offered the best goods obtainable at the lowest possible prices and lived up to a code of ethics that has meant an absolute square deal for every customer, large or small.

The gentlemen at the head of this business are Virgil Casbeer and Jack Nettell. They are young men of the highest standing in both business and social realms of Eastern Arkansas; progressive in their methods and generally among the first to give their support to movements for the greater development of their home town, county and state.

THE SERVICE COMPANY

With 12,000,000 American passenger cars being taken on long trips each year and that many more being used to a greater or less extent, the modern service station is an absolute necessity. Forest City is well supplied with facilities in this line, and one of the outstanding leaders in this branch of business, is THE SERVICE COMPANY, located on Broadway and Heiser Sts. This is without doubt one of the largest, best equipped and most efficient-



St. Francis County Court House

ly conducted enterprises of its kind in Eastern Arkansas and one of which any community might well feel proud. It is devoted to the sale of the finest famous Texaco Gasoline, motor oils, lubricants, etc., Goodyear tires and tubes, batteries and all kinds of high grade accessories, also Philips Radios.

This is a one-stop service for motorists, furnishing complete service on cars of all makes and at prices that are in every way consistent with the high quality of the lines carried and service afforded. It is in charge of experts in the servicing of motor cars and is a favorite with both local and transient car owners. This business was organized in 1909 and since that time it has had a steady and rapid growth. At the rear of The Service Company is the Farmers Gin Company, owned by the same people. The latter was founded way back in 1898, being one of the oldest ginning concerns in Eastern Arkansas. The gin is modern in every detail of physical equipment and has a capacity for ginning 100 bales per day.

THE SERVICE COMPANY is under the able direction of James Fissell, a politician who has been connected with the commercial life of Forest City for years and has had much to do with the growth of the town and county. He is a citizen of the highest type of progressiveness, has the fullest confidence of all, and is known as one of the community's most dependable boosters.

J. T. SANDERS, DRUGGIST

It is a pleasant task to record the history of a man who has made a success through his own efforts and natural business ability. Such a man is J. T. SANDERS, the well known druggist, with a completely stocked store on Grant Street. He is among the oldest established men in his line in Eastern Arkansas, having been in business some forty odd years. He carries a complete line of pure drugs and chemicals, proprietary medicines, toilet articles, stationery, magazines, periodicals, school and office supplies, watches, clocks, jewelry, cigars, tobaccos, etc., and makes a specialty of compounding physician's prescriptions. Mr. Sanders is a registered pharmacist of marked ability and extensive experience and knows the business in all its details.

There are few men in local business circles who are better known than J. T. Sanders, and more more dependable for a square deal. Many of his customers are of years standing and have always found his goods and service absolutely satisfactory. Mr. Sanders is a gentleman of unflinching courtesy, and although a busy man, he generally finds time to take an active and spirited part in movements for the greater development of his home town, county and state.

N. R. RICE MOTOR COMPANY

Progressing by leaps and bounds, with every improvement in the arts and sciences, the automobile business has kept pace with it, indeed, it has not advanced before all other lines. One of the outstanding leaders in this branch of commerce in Eastern Arkansas, is the N. R. RICE MOTOR COMPANY, located on South Washington St. and dealers in Plymouth and Buick automobiles.

Plymouth and Buick automobiles are built up to a standard and set down to a price, although are within the reach of anyone who can afford to own an automobile of any kind. They are noted for their beautiful lines, riding and driving comfort, speed, long life and economy of operation. They are products of the Chrysler Corporation, one of the greatest organizations of its kind in the world.

The N. R. RICE MOTOR COMPANY also carry a line of Plymouth and Buick parts, tires, batteries, accessories, gasoline, motor oils, lubricants, etc., and maintain a modernly equipped service department, in charge of highly skilled mechanics, capable of taking care of the most difficult adjustments on cars of all makes. They also furnish tires and battery service and do car washing and greasing at reasonable prices. Storage service is another feature of this establishment. The active head of this business is N. R. RICE. Mr. Rice came out of Memphis to Forest City in 1911 and has been connected with the automobile sales and service business ever since. He has handled Plymouth and Buick cars since 1913. Their popularity is attested by the immense number in use in all sections of the country.

Mr. Rice is one of those affable and agreeable gentlemen that it is a pleasure to meet and have dealings with, and consequently has many friends. He is among our best known and most progressive citizens, and in making a success for himself he is also contributing indirectly to the progress of his home town and county.

Mr. Rice has been a member of the city council from the first ward for 14 years and was the second oldest member of the council when he was for Mayor in February of this year. Although he had two opponents, he was defeated by only 22 votes.

MARION HOTEL

The hotel is looked upon as the barometer by which the character of the people of the town in which it is located can be judged. Local citizens are safe in the judgment that may be taken from those who patronize the MARION HOTEL, located at the Rock Island Depot. It contains 58 spacious, well ventilated, neatly furnished and desirable guest rooms, all of which are provided with hot and cold running water and a superior toilet and bath.



Marion Hotel & Rock Island Depot

The house is operated on the European plan, with rates of \$1.00 to \$1.25 without bath and \$1.00 with bath. It has long been a favorite headquarters for leading scientists, tourists and others who visit the city and want the best of hotel accommodations at a reasonable rate. Ample parking space is available around the building. One of the prominent features of the MARION HOTEL is its excellently equipped and efficiently conducted Coffee Shop, where they serve the best of everything good to eat that the market affords at popular prices. The service is of that nature which makes friends as well as satisfied customers. A number of large sample rooms have been provided for the convenience of commercial travelers. This hotel has been established for years and has gained an enviable reputation for affording service in keeping with the best to be had in large cities. It is ably managed by Newton Landers, a young man of extensive experience in the hotel business who knows just how to meet the demands of discriminating patrons. He is courteous to everybody and has many friends. Mr. Landers never passes up an opportunity to help in the onward march of progress of Forrest City and vicinity.

BROADWAY DRUG COMPANY

The commercial standing of a city can be easily judged by the stores which supply the daily needs of its people. This is especially true of drug stores, which merit high rank in this respect—you will never find a good one in a poor town, and vice versa. One of the outstanding drug stores of Eastern Arkansas is the BROADWAY DRUG COMPANY, located at the corner of Washington and Broadway. This store is provided with fixtures of a modern type and completely stocked with pure drugs, chemicals, proprietary medicines, toilet articles, stationery, school and office supplies, books, films, magazines, smokers' supplies, in fact, everything one

would expect to find in a modern drug store. A feature of the store is a modern soda fountain, in charge of an artist and in the preparation and serving of refreshing drinks, frozen fruit, ice cream, etc. They also make a specialty of accurate prescription work.

This business was established in 1935 and is today a headquarters for the obtaining of anything in the drug line and at a price that anyone can afford to pay. It is owned by W. J. Clanton, a young man of consistent bearing and high integrity who enjoys a wide acquaintance and the fullest confidence of the masses. He is a live wire and in matters respecting the welfare of his home town he has always taken his part with real and substantial contributions. Mr. Clanton is a registered pharmacist of ability and extensive experience and is affording his customers a real worth while service.

WEST BROTHERS DEPARTMENT STORE

The most valuable asset that a dealer in merchandise can have is public confidence and this is responsible for a great measure for the splendid success attained by the WEST BROTHERS DEPARTMENT STORE, located on North Washington St. This firm maintains its headquarters at DeWitt, La., where it has been established for many years and has been operating in Arkansas for 16 or 18 years, operating its Forrest City Store in 1933, in 1936.

West Brothers operate 18 well stocked and modernly equipped department stores, eight of which are located in Arkansas. The local store is housed in a modern brick building, fully adapted to the firm's needs and completely stocked with dry goods, notions, ladies' ready-to-wear, men's and boys' clothing and furnishings, hats, caps, shoes, in fact, everything that goes to make up a modern department store. Purchases for the firm are made in enormous quantities, whereby it gets the best goods at the lowest prices and in turn this saving is passed along to the customer in the form of better goods for less money.

The WEST BROTHERS DEPARTMENT STORE is a credit to its owners as well as to the community



Public Library, Forrest City, Arkansas

and a favorite trading place with hundreds of the best people in Forrest City and vicinity. It is ably managed by J. P. DeLoach, a young man of ability and experience in the mercantile business, who has the fullest confidence of all who know him. He is a believer in Forrest City and takes an interest in movements for community progress and development.

DIXIE BAKING COMPANY

That "bread is the staff of life" is conceded by everyone, yet it is surprising that mere thought is not bestowed as to the quality of this substance upon which we depend much for support. Any compound of flour and water baked, even by straining the term, be called bread, but in its finer sense it is a delectable compound made of the best wheat obtainable, prepared with care and cleanliness and all secondary ingredients of the best quality available.



Street Scene, Forrest City, Arkansas

well. Such bread is that put out by the DIXIE BAKING COMPANY, whose spacious premises are located at 116-119 W. Hill St. This is the home of Dixie Maid Bread, a product which has few equals and no superiors and is much sought after by reason of its uniform high quality, purity and general excellence. This firm also bakes a full line of cakes, pies, cookies, rolls, whole wheat and rye bread, etc. The plant is equipped with the latest improved machinery known to modern baking science and has a huge productive capacity. It is constantly kept in a clean and sanitary condition and is an enterprise of which any community might justly be proud.

The Dixie Baking Company supplies hundreds of the best retail stores in this part of the state, making deliveries by modern trucks and affording a service not generally to be had in smaller cities. No retail business is transacted except that handled at the store in connection with the bakery. This bakery has been established about 3 or 4 years and has had a steady growth from the very beginning. It is under the able direction of James Simpson, a man of business ability and extensive experience in all that pertains to the baking industry. He is a gentleman of courteous bearing and the highest integrity; progressive in his methods and generally regarded as one of Forrest City's most dependable boosters.

CLEO VESS BOTTLING COMPANY OF EASTERN ARKANSAS

Among the first-class institutions that are contributing their full share toward the growth of Forrest City, a place of its slight prominence must be numbered the CLEO VESS BOTTLING COMPANY OF EASTERN ARKANSAS, located on South Washington street. This company entered the local field May 25, 1918. The business has had a steady and gratifying growth from the first, due to the high quality of the firm's products, right prices and efficient service. They are bottlers of

all kinds of soda drinks, including Clio-Cola, B&M-Uh, Whiting-Vern's Orange, East Beer, etc., and serve all of St. Francis and a number of the adjoining counties. The plant is equipped with automatic bottling, bottle washing, washing and rinsing machinery, being one of the most efficient enterprises of its kind in Eastern Arkansas. They also maintain a warehouse at Helena. Their products are delivered to dealers by motor trucks and the service afforded is in keeping with the best to be had anywhere. In all departments they require the services of able people. Only the purest of fruit flavors, extracts and syrups are used in their various drinks and the plant is one of the most sanitary in the state.

The gentlemen at the head of this business are Miriam C. Hamilton and T. H. Lloyd. They are men of business ability and extensive experience in their line and have all of the details of the establishment on their finger tips. They are men to inspire confidence and by their straightforward methods they have won the confidence of all coming within their scope of action. They are believers in Forrest City and known as two of the town's most dependable boosters.

MERCHANTS SPECIALTY COMPANY

In sketching the commercial growth of Forrest City the recorder of industrial progress would fail of his mission were he to overlook the important part that has been played by the MERCHANTS SPECIALTY COMPANY, Inc., situated on Beeson St. This firm carries a complete stock of groceries, grocery staples, fats, feeds, fine cigars, cigars, tobacco, drug sundries, notions, household necessities, etc., and sells goods to dealers only. Purchases are made in liberal quantities whereby it gets the best goods at a moderate price and in turn offers retail dealers a service equal to the best to be had anywhere. Trade relations extend to all territory tributary to Forrest City. The establishment is a real asset to the city and district, as it saves local retailers many thousands of dollars in freight bills attending buying at outside markets.

The Merchants Specialty Company started operations in 1918, and has been a success from the very start, due to quality, right prices, and fair dealing.



East Arkansas Highway Scene

ing. The business is under the able management of A. L. Harris. He is among the most wide-awake and progressive men of St. Francis county; stands high in all circles and takes part in movements that have for their aim the greater development of the territory in which his company is operating. Much of the success of the business has been due to his manner of doing things—always on the broad, liberal plan.

FORREST CITY GROCER COMPANY

There is always one outstanding leader in every line of business in every community. In the wholesale grocery business, the distinction of local leadership has long been the proud possession of the FORREST CITY GROCER COMPANY, located at the corner of Front and Honor Sts., near the Rock Island Depot. This is one of the foremost enterprises of its kind in eastern Arkansas and has always most ably filled every need of retail dealers in



One of Forrest City's School Buildings

Forrest City and vicinity. The firm handles everything in groceries, grocery supplies, cigars, tobaccos, candies, drug supplies, plantation supplies, flour, feed, heavy hardware, fencing, tin tin, etc., and sells goods to dealers only. The aim of the management is to carry everything necessary to completely stock a retail grocery store.

This is one of the oldest enterprises in Eastern Arkansas, having been founded way back in 1890



"When the Big One's Failed to Get Away"

and incorporated in 1904. Long years in the trade has brought intimate acquaintance with the territory and full knowledge of its requirements, enabling the concern to meet all demands on short notice. Traveling salesmen call on the trade regularly, covering St. Francis and a number of the adjoining counties. Goods are delivered by motor trucks and the

service is as nearly perfect as material things can make it. This is a local enterprise and is worthy of the support of all who believe in Forrest City business success for Forrest City people. The company is incorporated with an ample capital and has for its officers A. B. Niblock, President and manager and Thomas Gelling, Secretary and Treasurer. They are two of the most far-seeing and progressive men that Forrest City has ever had and have spent both time and money toward the steady march of progress of the community.

HAVENS GROCERY & MARKET

To the prudent and economical housekeeper no question arises of mere importance than the knowledge of where the buy her table necessities the cheapest and best, and it comes from the large patronage given the HAVENS GROCERY & MARKET that is deciding that question in the minds of many households in Forrest City and vicinity. The history of this well known firm dates back to 1914. It has been a success from the beginning, due to a great measure to high quality, systematic low prices, customer service and square dealing. It occupies modern quarters on North Washington Street. Here may be found a complete line of pure food groceries, table delicacies, fresh and cured meats, fruits, vegetables, flour, feed, etc., with prices as low as may be offered anywhere. The store is provided with fixtures of a modern type and the goods are neatly arranged and displayed. The meat department is provided with a large cooler display refrigerator case enabling them to keep perishable goods in the most perfect condition in any kind of weather. This firm affords efficient delivery service and pays the same careful attention to telephone orders as those given over the counter. The



Another Street Scene, Forrest City, Arkansas

business is owned by Chas. Havens and his son, C. N. Havens, men of business acumen and wide experience in the sale of groceries and meats. They are enterprising and progressive and take an interest in the material and civic advancement of the city and district and are valuable citizens to the community. They are courteous to everybody and have many friends in all walks of life. C. N. Havens is Assistant Cashier of the Farmers Bank and Trust Co.