

# Business Review of Madison County

HOLIDAY EDITION, By Geyer

## Richmond Motor Co.

(Incorporated)

Conducts in Richmond One of the Most Metropolitan Motor Companies in this Section, Being the Sales and Service for the Ford and Fordson.

Few cities of like size in the nation can boast of such a modern and up-to-date Ford service. Not only because they are authorized sales and service stations for the Ford and Fordson, but because they render most efficient service, this well-known automobile company has become known as the home of the Ford and Fordson in this section.

When this firm started in business as the sales and service agents for the Ford, by careful management and good salesmanship its business grew to large proportions and forecasting the future of the automobile business it is able to have these modern service stations.

That the Ford is universally recognized as the greatest motor value of the age is the opinion of the experts as well as the casual buyer. For service and reasonableness of price the Ford reigns supreme.

The Ford commercial truck has come to be recognized as one of the indispensable features of the latter-day business equipment and has

proven worthy both in endurance and speed of the name it bears. It has become the popular truck for both the business man and the farmer and has greatly increased the progress and prosperity of both.

When it comes to Ford parts this firm is headquarters in this section. There are few establishments in the larger cities that carry a more complete stock of parts than this one. This is a very important feature as it saves the public much time when delay would be costly. No matter what may be your demand in the way of parts or how urgent your need you will find this establishment at your service and prepared to meet your demand.

The manager is courteous and accommodating and will be pleased to show you the advantages of having this wonderful car. We are pleased to compliment the firm on the efficiency of their service and the wonderful value of the car they have chosen to offer the public of this section.

## Owen McKee

Conducts at Richmond One of the Leading Department Stores in this Section.

A business review of the county would not be complete without the mention of this well-known concern, which is doing more than its bit toward the reduction of the high cost of living. Just now when there is such a clamor for lower prices this popular department store is taking the lead and slashing prices even to the point where it loses its own profits in doing it. This store has always had the buying power and for years has bought in such large quantities that it was able to save many dollars for its customers annually. Today there is no exception and this store will buy its replenishing stock at the bottom price and will offer it to the people of these counties at as reasonable a price as any other concern in this section.

At this very modern store is carried an excellent line of dry-goods

for men, women and children, ladies' and misses' ready-to-wear goods and articles of use for every member of the family.

This store has a reputation for exclusive styles, superior quality and magnanimous service that is responsible for its ever growing patronage. The management insists that every patron be satisfied and this means that many families have made the store their headquarters for years. That they are honest and straightforward goes without saying and that they have won the patronage of hundreds of customers thru their merchandising policy is proof of the wisdom of their system.

It is a pleasure for us to direct your attention to this store as one of the important features of the county's commercial efficiency.

## Rice and Arnold

In Richmond, Conducts a Modern Shoe Store and Men's Furnishing Establishment, Featuring Stacy-Adams Shoes, Stetson Hats and Manhattan Shirts.

With the increasing prices in the necessities of life the buying public has learned lessons of economy that have forced every business man to a new realization as to the conduct of their business. The shoe business is no exception and the modern shoe dealer must be able to provide his patrons with quality shoes at prices that are consistent. This well-known firm has long made it their policy to furnish the public with shoes that are of the highest quality and that are at the same time reasonable in price.

They make a specialty of fitting the foot and the salesmen are experts at this. This proper fitting of the foot insures the customer of foot ease and style at the same time. The day and age when people were forced to sacrifice comfort for style is past and at this store your foot is

properly fitted and at the same time you are comfortably and well shod. And what has been said of their shoe department is equally true of their selling in men's furnishings. Selecting their stock with the most extreme care, they have secured an array of the most exclusive designs in shirts, ties, hats and other clothing essentials. Their stock is made up of representative goods, articles of national reputation. The man who is particular as to his personal appearance can find just what he needs at this store.

The management is in the hands of men who are well known and it is a pleasure in this review to refer our readers to this store and to assure them that there they may find relief from at least one of the high costs of living.

## J. D. Walton

In Richmond, Repairs and Rebuilds Automobile Tops and Curtains.

This is one of the most progressive establishments in the county equipped with the latest and best mechanical devices for the custom top manufacture. This factory is doing an extensive business in this line and the work is giving universal satisfaction. The owner has especially prepared the plant to take care of out-of-town customers and are equipped to do work in the quickest possible time.

The most improved machinery has been installed and all work is executed in a highly scientific manner. If you can turn over part of your work to him, you will find that you will be saved the purchase of many tops and curtains by the high grade work which this plant does.

In charge of the plant is a craftsman who is expert designer, no mat-

ter what it may be that you want in the way of tops and upholstery, he will be able to fit you out in the latest and best. His work includes everything from the Ford top to the finest touring car and the plate glass window lights.

In making this review of the on-ward progress of our county we want to compliment the manager upon the efficiency of the plant and to direct our readers to him when in need of anything in this line.

His prices are of the most pleasing character and his promptness of the satisfying kind, getting the work done when promised. Better call and see him the next time you are in town and he will be pleased to give you estimates whether you are ready to buy or not.

## E. L. Sandlin

Who is Located in Richmond, Does Local and Long-Distance Hauling.

In this business review of the county, we desire to mention E. L. Sandlin who conducts a transfer and storage business at the county seat. Mr. Sandlin has been in business for years and has rendered satisfactory service, building up a large business. Nothing is too heavy for him to move. He does packing and absolutely guarantees household goods from the time the goods are taken from the mover's home until they are delivered at the proper destination.

In this day of 20th century efficiency, nothing has developed as rapidly as the methods of transportation of household goods, furniture and merchandise. The time was when each of these articles had to be moved by steam roads or by two horse wagons. In this latter day, motor trucks have been developed with sufficient capacity to carry large quantities of goods. The goods

are carried from one point to another quickly and with perfect safety and thus the person who has anything to move is not subjected to the delay and loss of time.

No concern in the county has given the transfer business more special attention than Mr. Sandlin. The trucks which he has are mammoth affairs and the employees who operate them are especially skilled in this line of work. All that is necessary is to inform them of the location of a quantity of goods and the destination of the goods. They do the rest, quickly and carefully, and deliver the goods in tip-top condition. There is no breaking, cracking, or scarring of the fine furniture if Mr. Sandlin moves it. The management is in the hand of a well known man of the community who boasts the things which are for the benefit of Madison county.

## W. F. Higgins

Located in Richmond, Conducts a Very up-to-date Furniture Store. Agent for the Columbia Grafonolas and Records.

What is more important than the building of a happy home? We venture the statement that because they contribute probably to a larger degree than any other institution in this important work, this justly popular store is one of the most essential features of this section. Their immense establishment under the efficient direction of latter-day business men is replete with furnishings for the home and no matter what may be your need in this line, they have it at a reasonable price.

Standard makes will be found here. Library tables, davenport, mattresses, beds, rugs, sewing machines, kitchen cabinets, buffets and all kinds of furniture. The management has won for itself a reputation thruout the country for many miles around by treat-

ing every customer honorably and alike. Fair and honest business methods have built up a large trade for them and when anyone goes to their attractive and complete store, they know they will get value received for their money.

A visit to this store will convince you that it is the proper and most advantageous place to buy. This establishment and the men who direct its affairs have contributed in no little measure to the progress and development of this section of the state and especially to that portion within a radius of several miles around.

We urge our readers to visit this store when in need of anything inly guaranteed and only standard lines are handled.

## Richmond Ice Cream Co.

Are the Leading Ice Cream Manufacturers in this Section and Distribute these Products Over a Wide Area, having a Most Extensive Patronage.

Without question this factory is one of the cleanest and most sanitary and here a grade of ice cream is manufactured that is equal to anybody's anywhere. They get their supply of cream from some of the healthiest and best cows in the country, paying the farmer a price for the cream that enables them to feed and care for their stock. This ice cream is not only health protecting but health giving as well. Only the purest of cream and flavors are used and every precaution is taken to make the product delicious and healthful. The machinery is of the latest model and strictly modern and up-to-date. They

make a specialty of furnishing cream for the trade and do an extensive wholesale business.

This popular plant is one of the leading industries. They have always taken an active interest in all matters that pertain to the good of the county and have aided in the betterment of local conditions, realizing that a larger city and community would be a benefit to the whole people. We wish to compliment the management upon his progressive and successful policies and to refer their establishment and its products to all of our readers.

## Richmond Buick Co.

Operates One of the Leading Automobile Sales and Service Institutions of this Section, Offering a Car of Recognized Value to an Extensive Patronage. Agent for the Goodyear Tires.

In making this review of the on-ward progress of our community it would be very unjust to fail to mention this well known concern and the famous line of cars for which they are agents. When the management of this firm decided to take on the Buick automobile they displayed rare judgment in their selection and that their choice was a good one is evidenced by the great number of cars to be seen in use daily in this section.

Anyone familiar with the automobile business and with the many different makes of cars that can be found in any city are always ready to give praise to the Buick car and its superior qualities.

There is no need to go into extensive detail as to the construction of these cars, but you all know that the famous overhead valve system, first adopted by the Buick Company, and since adopted by many other cars in a modified degree, is the secret of the great success that this car has attained. To build a car that will work successfully under all conditions, delivering to the owner all that any automobile user could ask in the way of performance and at the same time be extreme in the low cost of upkeep has been the

aim of the Buick Company. That they have succeeded we all know, and we wish to compliment their local agents for having given people of this section such an opportunity to purchase real car value.

At their salesroom will be found the many accessories that make automobiling a pleasure, and the public will be surprised to find such courteous and magnificent service as this well known concern insists on showing each patron, whether new or old. The management is in the hands of men who are well known in business circles of this community and have carried the progressive and boosting spirit that they have shown in all affairs pertaining to expansion and upbuilding of this section into their business. By the practice of fair dealing with the public they have won a reputation that is well warranted and that the people have confidence in them is evidenced by the many people that come daily to their salesroom to have the many little motor troubles that come up, ironed out.

We wish to compliment this firm for the great part it is playing in the on-ward progress of our community, and for the selection of merchandise they offer the public.

## Richmond Drug Company

Located in Richmond, is One of the Most Modern and up-to-date Drug Stores to be Found in this Section and is Widely Known Over the County. Honest Methods Have Built Up a Growing Business.

This is one of the most up-to-date and progressive drug stores in this part of the county, and has established a reputation during years of business for honest, courteous treatment of its large and growing list of patrons. For this reason this store is popular and its popularity is increasing daily.

Quality goods are sold at this establishment at reasonable prices. No profiteering here, and when a customer makes a purchase, whether the amount involved be large or small, the customer can rest assured that he is getting the value of his money. Good quality, honest prices and courteous treatment have been responsible for the success of this well known firm.

Many lines of goods are handled at this store—all standard and of time tried merit and their stock is

so advertised that anything carried in a twentieth century drug store can be found here, also many things in the Christmas lines will be in this popular store. Included in this list of products are toilet articles of every description as well as household remedies which have proved their worth in thousands of American homes.

The prescription department uses only the purest of drugs and each prescription is compounded by a practical pharmacist.

In this business review we wish to compliment this well known and capable drug company for the manner in which it is serving the public and suggest to our readers that they call and see them for anything they may need in the apothecary's line.

## State Bank and Trust Company

A Growing Financial Institution of Richmond, that is Making a Splendid Record Because of its Conservative Yet Progressive Business Methods. Its Management Includes the Most Substantial Men of Madison County, Who Have Aided in the Up-Building of the County for Many Years.

No place in the business world is confidence the watchword like in a banking institution. The public scrutinizes closely the official of a bank, and if they find that the bank is conservative and is operated on sound banking principles, they unhesitatingly give it their approval. No institution in this part of Kentucky has been more wisely guided than this bank—and this accounts, in a large measure, for the rapid growth the bank has made.

A bank must also render service. It must take care of its customers in a prompt and courteous manner, the success of this institution. Courteous treatment and prompt service are emphasized here.

State Bank and Trust Co. has materially assisted in the development of Madison county. It has a diversified business, and is not con-

fining to the narrow paths of most banks.

For instance, in addition to a general banking business, this institution is qualified to act as executor and administrator of estates and guardian of minors. It has specialized in these things and can look after them properly.

This bank rents safety deposit boxes, pays 4 percent on savings accounts and is anxious to get your checking account whether large or small.

The officers are among the county's well known men, and progress not only of the city but the entire county. In this comprehensive business review of our on-ward progress we cannot fail to compliment them upon giving us a financial institution such as this well known bank.

## Cox and March

Located in Richmond, Conducts a Most Progressive Hardware and Implement Store—Enjoys an Extensive Patronage Over a Wide Territory.

In this entire part of the State there is no establishment that excels this firm in point of diversity of articles carried for the farmer. It handles hardware of every description, farm implements, farm machinery, and farm supplies. During the time that it has been in business, it has built up a large trade from this and adjoining counties. Its business room is well prepared for the proper handling of one stock to the advantage of its patrons.

This hardware store has an interest in the good work of the implements sold by them as is the purchaser. It follows every piece of machinery into the field and, if for any reason it fails to work properly, it finds and remedies the trouble.

This is the day and age when it is the patriotic duty of every man to get maximum production from every acre of land. In order to do this scientific methods must be used and

modern machinery must be utilized. For that reason this firm carries the latest and most scientific machinery and sees to it that this machinery operates correctly.

This firm carries Oliver plows and farm implements, Allen's circulating air heaters, Kelly-Springfield tires, stoves, ranges, boys' dress suits and school pants, men's work clothes, ladies' notions and high grade shoes.

The management is in the hands of prominent citizens who will treat every visitor at the store with courtesy and respect, who have always been boosters for all things that promise public improvement and who conduct their business along honest business lines, developing confidence and giving service. In this review we desire to compliment this Hardware Company, and urge all our readers to visit its establishment when in need of hardware, implements or anything carried in its line.

## Freeman Realty Co.

Located in Richmond, is Headquarters in this Section for Anything in the Real Estate Line and Enjoys the Patronage and Confidence from all Surrounding Territory.

In this day and age when conservative men are constantly seeking investments where they are not only assured a permanent source of income but a reasonably certainty of increasing in value the real estate dealer is doing more than his share to meet the demands of such men. This locality is indeed fortunate in having in its midst such a firm as this well known agency.

They have for year been closely identified with the growth and the expansion of this section and have made a close study of real estate conditions, so that they could offer both the buying and the selling public the very best of service. They have on their books a large list of most desirable properties for sale, both town and country at prices and terms that cannot fail to be attrac-

tive to the intending purchaser, and have made many important deals in this section.

They have always made it a point not to list property for sale for more than its true value and this is where their close study of local conditions render them an authority on values. In all transactions their word is as good as their bond and people have come to look to them when seeking a desirable medium through which they may dispose of their property.

We take pleasure in this review in referring to this well known firm to our readers and assure them that whenever they have property of any kind to offer they can locate the best buyer by listing their property with them. Such men as they aid materially in the growth and expansion of the community.