

This company is located on North Market street, two doors from the Square, Cadiz, Ohio. While being the youngest dry goods establishment in the city, it occupies the oldest stand.

The first proprietor, Benj. H. Linton, on leaving Cadiz, was succeeded by O. H. Perry & Co., who, in January, 1905, sold out to Frank J. McGavran. Mr. McGavran and B. H. Linton, who had previously returned to Cadiz and entered the field of merchandising, then formed a partnership under the name of "Linton & McGavran." This partnership was dissolved January, 1906, and the present firm, "The Frank J. McGavran Co.," came into existence.

This company is under the direct management of Frank J. McGavran, son of Dr. and Mrs. S. B. McGavran, all of whom were born in and have been life-long residents of Harrison County. Mr. McGavran is a bright young fellow, 29 years old, with a genial smile, a hearty handshake, and a pleasant manner that makes for him lots of friends. He entered this field without the slightest knowledge of the dry goods business, but with a determination to "make good." With this object in view he once began a general study of values, buying, selling, etc., and a special course in the study of carpets, matting, and linoleums. This knowledge of floor coverings, combined with a well stocked room, and an absolute honesty in his dealings, have won for him the confidence of the people and have at once gained for this department a county-wide reputation. The phenomenal growth of each season's trade soon made it apparent that larger and more up-to-date quarters were necessary to take care of the increased volume of business and the steady demand for new lines. At the close of the last spring season, 1908, Mr. R. P. Scott, the owner of this building, made extensive repairs throughout the rooms, and added a strictly modern basement. Since the completion of these improvements it has been pronounced the most beautiful, convenient, and modern in the county, and vying successfully with the stores of many of our best cities. It occupies 5,640 square feet of floor space, divided into a main room, annex, second floor and basement. The main room, 24x73 feet, is lighted and decorated in white and green, forms a pleasing background for displaying the lines shown here, while the notion counters recently added to this department are the first to be installed in this vicinity and show



FRANK J. MCGAVRAN

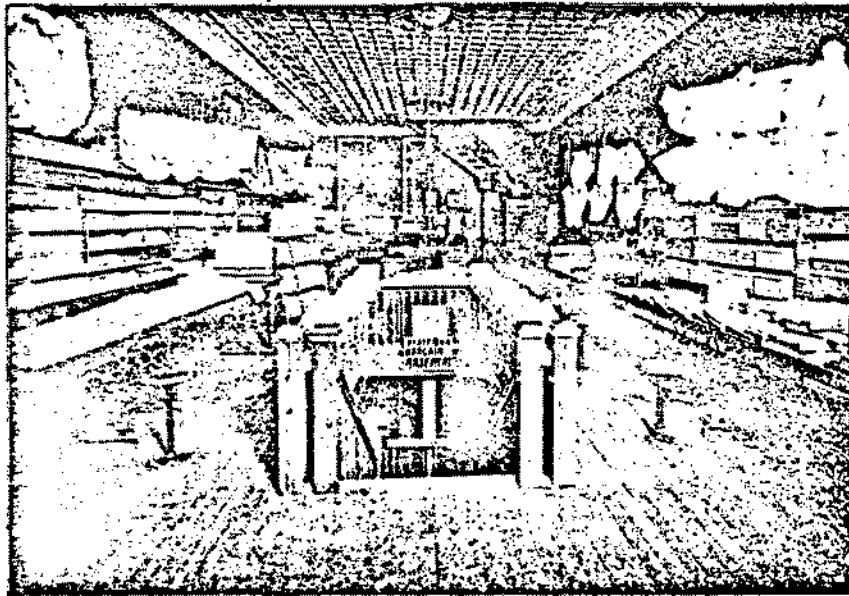
the tendency of this firm to keep abreast with its city cousins. On this floor are displayed all the general lines of dry goods. A neatly furnished office occupies the rear.

The annex, connected by an arch with the main floor, has been fitted as a cloak and suit department that has no equal in this county, and few in any but the largest department stores. It is 18 by 30 feet and is decorated in green and cherry. Along one side is built a modern coat rack, capable of holding 500 coats, suits and skirts. The opposite side is faced with drawers and shelving for muslin underwear, petticoats, and corsets, while the far end of the room is lined with mirrors. The room is neatly carpeted, well lighted, ventilated and heated and is devoted entirely to these superior lines of ladies garments: "La Vogue Suits," "Imperial Skirts," "Thomson's Glove Fitting" and "R. & G." Corsets, Defender Underwear and Defender Petticoats.

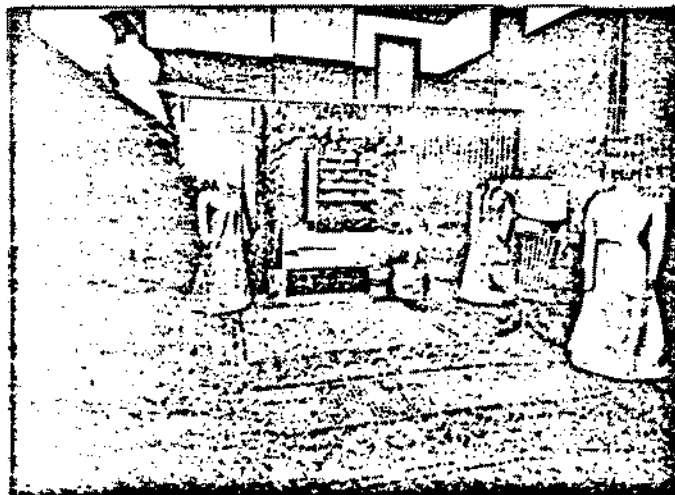
To the rear of the cloak room are a public rest room and a lavatory for women.

The second floor, 24 by 44 feet, makes a splendid room for their superior display of carpets, rugs of all sizes, mattings, linoleums, curtains, window shades, etc.

A broad stairway to the front of the main floor leads to the fine new basement that was first opened in December. It is modern in every respect and stands alone in this line of merchandising. One side of this basement is devoted to a well equipped, well filled 5 and 10c department, containing a complete line of wonderful values in tinware, hardware, woodenware, notions, china, stationary, etc. The remainder of the room contains china, basket and toy departments. The whole making a trading emporium that is already a delight to hundreds of admiring customers.



Interior View of Main Floor



Interior View of Suit Department



THE FRANK J. MCGAVRAN CO.

DRY GOODS AND NOTIONS

CADIZ

OHIO

