

# HEACOCK'S

THE story of the founding and the development of the H. E. Heacock Co. Department Store is one that has all the elements of romantic fiction, including as it does, interesting personalities, fire, earthquake, and most important of all, growth and progress despite all sorts of obstacles. The old maxim about truth being stranger than fiction certainly holds here.

To start at the very beginning when Manila's largest department store was but a glitter in the founders' eyes, two gentlemen named H. E. Heacock and B. W. Freer decided in 1900 that what Manila needed more than anything else was a jewelry store. So they opened a shop in the old McCullough Building close by to the Santa Cruz Bridge. It was a retail and wholesale establishment dealing in Elgin Watches, International Silver, Rogers Flatware, Gorham's Silverware and other lines of jewelry and silverware manufactured in the U. S. and calculated to give the ladies and gentlemen of Manila a glimpse of some of the finer things of life.

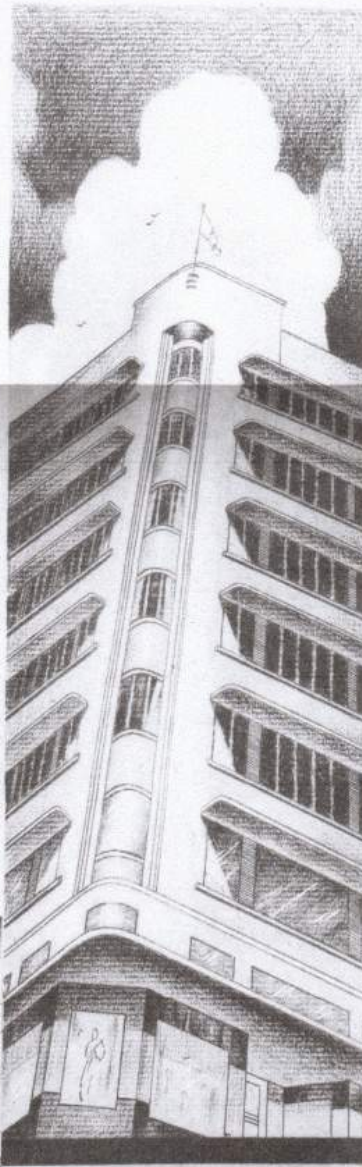
They made a success of it and after a few years moved to the then brand new Lack & Davis Building on Echague. In 1909 another move was made to the Escolta and the firm reconditioned an old Spanish building between Calle Pimpin and Calle David on the north side of the street. In the reconditioning of that building, they put in the first entire glass front store ever put in Manila. This amazed and chagrined the other merchants in town, for at that time all the other stores had iron shutters which were closed at 6 o'clock each night. As Mr. Gaches recalled it, "We never had a glass front broken by man or beast".

It was in 1910 that Mr. Gaches entered the picture as it were. A progressive young American born in Leconner, Washington, of a fine pioneer family, he had come to the Philippines in 1900 with the Military Postal Service. In 1901 he became superintendent of Money Orders for the Philippine Islands and in 1905 left the Department of Posts to become Chief Agent of Internal Revenue. Five years later he left the government service to go into business. A Philippine corporation was formed in 1910 with Mr. Gaches as Treasurer, which took over all the assets of Heacock & Freer.

"Obtaining the consent of Dr. Burke to put up a 4-story building on the corner of David and Escolta, this building was constructed under our direction", Mr. Gaches stated. "This store too, had a glass front on the Escolta and also on Calle David. It was considered the most modern store ever seen in Manila. It compared favorably with C. D. Peacock & Co. of Chicago, Gorham Co. of New York and, although smaller in size, with Caldwell & Co. of Philadelphia.

"At that time free trade relations were entered into between the United States and the Philippines and we built in anticipation of increased business due to the free flow of goods; the increase in population and the improvement in shipping throughout the Islands began at that time. Conditions justified our

*Manila's greatest Department Store, labelled a Philippines Institution, proves its claim to greatness despite fire, flood and earthquake—one man's leadership erects a million-peso dedication to the future of Philippines trade and commerce.*



hopes and in 1919 we put up a seven-story building on the south east corner of the Escolta and Calle David. We opened wholesale and retail branches in Iloilo, Cebu, and Davao, and a little later in Baguio.

"To continue the history of our building, this seven-story structure was destroyed by earthquake in 1937. Nothing daunted, we immediately began looking for new quarters and, dividing up our different departments, obtained space at Nos. 108, 72, and 17 on Escolta. We established our general offices on the 2nd floor at No. 75 Escolta. These four premises not being sufficient to accommodate our business, we moved our Radio, Refrigeration and Office Equipment Departments to our warehouses in Port Area, corner 16th and Atlanta Streets. We reconditioned these warehouses completely and made salesrooms on the ground floor facing 16th St. These reconditioned offices are the very finest in this entire section of the city."

Construction of the new seven-story Heacock Building on the Escolta was begun in May, 1938. It will be the most beautiful building, outside and inside, of its size, under the American flag.

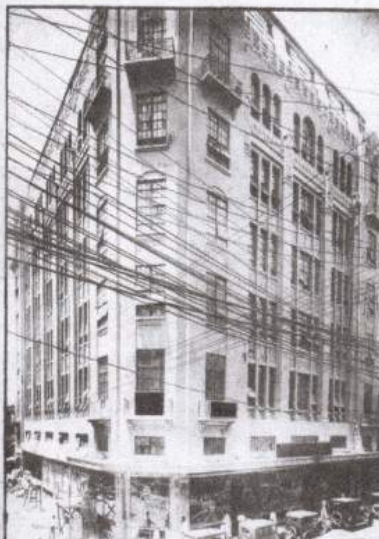
Its interior is finished in the finest of Philippine woods, Dao wood being used throughout the entire store. All railings and trim are of aluminum. The doors are automatic, being photo-electrically operated. Four floors of the building and the basement are air-conditioned, the remaining upper three floors are light, airy and cool, catching the ocean breezes that constantly blow over Manila. The four upper floors of the building are for rent, and the offices there are modern and desirable in every way. Three of the latest and fastest Otis elevators in Manila service the building.

"Some of the important dates in connection with the growth, changes and events of our company are these: In 1919 we took over the entire business of C. Alkan, Dennison & Company, and later the office equipment department of the Manila Trading & Supply Co. In March, 1924 a disastrous fire swept our building and destroyed \$500,000.00 worth of merchandise. Fortunately no one was hurt. Undeterred by this disaster, we took on the Philco Radios and the Frigidaire line. And then there was that earthquake. Even this has not stopped our advance. We grow with the Philippines.

"We have with us today a number of employees who have been with us for 30 years or more; among them are F. L. Schleipen, vice-president of the company; J. Manahan, manager of the jewelry manufacturing department; and F. R. Guzman, accountant."

Some of the American manufacturers whose products are sold at Heacock's are as follows:

Federal Cash Register Co.; General Motors, Frigidaire Division; General Fire-proofing Co.; International Silver Co.; Remington Rand Inc., Typewriter Division; Winchester Repeating Arms Co.; American Optical Co.; American Steel Export Co.;



Rising on the former site of the building destroyed by earthquake, this modern department store will be the "finest in the Philippines". At the left, the "old" Heacock's, before an earthquake scattered an organization "all over the Escolta". At the right, "humble beginnings" on the Escolta. This photo was taken in 1910. Opposite page, lower left, Heacock's first "large" store, on the site of the present American Hardware Company's store. This photo was taken in 1919.



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Camera Division and Philco Radio Division; Helber Trunk & Bag Co.; C. L. Berger & Sons; Carter's Ink Co.; Colt Patent Fire Arms Co.; Detex Watch Clock Corp.; Elgin National Watch Co.; Elliott Addressing Machine Co.; and many others.

In general the Heacock Company has been identified with the development of the Philippine Islands during

its whole existence, believing firmly in the growth and future of this country. Such has been its faith that it has been rebuilt four times during its life span, each time, bigger, better and more firmly enduring.

This is the story in brief of H. E. Heacock Company, pioneer and largest department store of the Philippines.

**THESE IMPORTANT PRODUCERS AND DISTRIBUTORS ENTRUST MERCHANDISING IN THE PHILIPPINES TO HEACOCK INTERESTS.**

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| <ul style="list-style-type: none"> <li>American Steel Export Co. (Argus Cameras Div.)</li> <li>American Steel Export Co. (Philco Radio Div.)</li> <li>American Optical Co.</li> <li>American Thermos Bottle Co.</li> <li>Aixentis Yorosock</li> <li>Baldwin-Werke</li> <li>Belber Trunk &amp; Bag Co.</li> <li>G. L. Berger &amp; Sons</li> <li>Maschinenfabrik Backau R. Wolf</li> <li>Billy Electric Co.</li> <li>The Burn Co.</li> <li>The Carter's Ink Co.</li> <li>Crawford, MacGregor &amp; Canby Co.</li> <li>Colt Patent Firearms Mfg. Co.</li> <li>De Fry Corporation</li> <li>Detex Watchclock Corporation</li> <li>Draper-Maynard Co.</li> <li>Ditta Incorporated</li> <li>Elgin National Watch Co.</li> <li>Elgin American Mfg. Co.</li> <li>Elliott Addressing Machine Co.</li> <li>Thomas A. Edison Inc.</li> <li>Fraser &amp; Co. Ltd.</li> <li>Fabrique Javenia</li> <li>Federal Cash Register Co.</li> <li>General Motors Co.</li> <li>General Shaver Corporation (Remington Rand)</li> <li>General Frigproofing Co.</li> <li>Gordon Specialty Co.</li> <li>The Gotham Specialty Co.</li> <li>Gruza Watch Co.</li> <li>Hamilton Watch Co.</li> </ul> | <ul style="list-style-type: none"> <li>International Silver Co.</li> <li>International Silver Co. (Manning-Bowman Div.)</li> <li>Jantzen Knitting Mills</li> <li>E. J. Johnson Co.</li> <li>The Jacob Bros. Co., Inc.</li> <li>Kremnitz Co.</li> <li>Kienzle Uhrenfabrik A. G.</li> <li>Walter Kidde Sales Co.</li> <li>The Mosler Safe Co.</li> <li>Friedrich Mauthe G.M.B.H.</li> <li>Niagara Dupliator Co.</li> <li>Ohmer International Inc.</li> <li>Outboard, Marine &amp; Mfg. Co.</li> <li>Remington Rand Inc. (Kardex Div.)</li> <li>Remington Rand Inc. (Remington Typewriter Div.)</li> <li>The Revlon Nail Enamel Corp.</li> <li>Robinson Mfg. Co.</li> <li>Radio Manufacturing Engineers Inc.</li> <li>Standard Transformer Corp.</li> <li>Singmaster's Jewelry Cleaner</li> <li>Super-Cold Corporation</li> <li>Servis Recorder Co.</li> <li>J. F. Sturdy &amp; Sons Co.</li> <li>E. F. Simmons Co.</li> <li>Towle Mfg. Co.</li> <li>Yong Fook Piano Co.</li> <li>Universal Camera Corp.</li> <li>Wentzler</li> <li>Wicox-Ray Corporation</li> <li>Winchester Repeating Arms Co.</li> <li>The Webster Co. (SilverSmith)</li> <li>The Webster Co. (Chicago)</li> <li>L. E. Waterman Co.</li> </ul> |
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**S. F. GACHES**

President, General Manager and builder of the far flung Heacock interests. Out of Leland Stanford University, Major Gaches' Philippines story begins in 1900. Became acquainted with things Philippine through activities as Chief Agent of Bureau of Internal Revenue, member of Fibre Standardization Board, Teacher's Pension and Investment Board, Anti-Tuberculosis Commission, and Metropolitan Water District. Among other outside activities, he became General Manager of the Red Cross Financial and Membership Drive in 1924, was delegate for American National Red Cross to the fifteenth International Red Cross Conference in Tokyo in 1924. Is President of American Chamber of Commerce, Director of Philippine Chamber of Commerce, active member of Manila Rotary. Besides control of Heacock Interests, Major Gaches is in Mineral Resources, Inc.; President of Lucaron Hemp Plantation; vice-president of Philippine-American Drug Co.; director of various other commercial and industrial organizations. Firm believer in the future of the Philippines, his policies and ideals are reflected in the management and in the merchandising and service policies of Heacock's.



Philippines-wide service was the distributional ideal behind the erection of Heacock's Cebu Store, even now referred to as Cebu's finest building. Above left is the Davao branch of the company. Other Heacock's stores are located in Baguio, Iloilo and Bacolod. Complementing these "large" stores are a chain of agency stores located in thirteen municipalities in the island of Luzon.