

EVAN'S WHITE FRONT DEPARTMENT STORE

Prominent Colored Merchant Has Built Up Big Business in Laurinburg

Beginning business with \$300 worth of goods 39 years ago, part of which was paid for in cash and part of which was "on trust," the business known as Evans' White Front Department Store is one of the oldest firms in the county. From this modest beginning, the business has grown to such proportions that at the last inventory the stock of goods was valued at \$28,000, practically all of which is entirely paid for. In fact, large proportions of the stock had been paid for in less than the usual 30-day period, in order to secure the discounts for cash, and the remainder was on a cash basis, being paid for promptly upon receipt of invoices and bills, which arrive practically every day.

The story of the pronounced success of the White Front Department

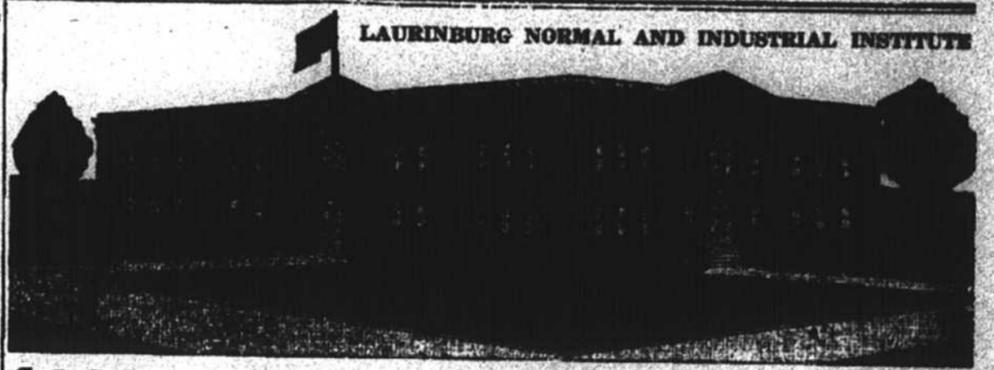
Store reads almost like fiction. The founder, W. P. Evans, came to Laurinburg in 1885 from Wilmington, N. C., and undertook the conduct of a small general merchandise store. By reason of his intelligent handling of the problems that came before him in the conduct of this small business, and by reason of his absolute fairness and honesty in dealing with his customers, he soon built up a county-wide reputation as a merchant whose word could be depended upon. And this is one of the greatest assets any business man can have. It is the soil on which success in merchandising grows to its fullest maturity.

Carrying a general line, the Evans store soon became headquarters for hundreds who found here practically everything that was needed in the home and on the farm. Groceries, clothing, shoes, hats, and in fact everything to be found in the average department store is carried. The well known Keith-Konqueror shoe is handled as a leader, and is sold in

large quantities. The store contains nearly 8,000 square feet of floor space and employs from 6 to 10 persons.

In addition to conducting a successful mercantile establishment, the proprietor of this store has contributed largely to the growth of Laurinburg by his activity in building. He has constructed in all some thirty-five houses in the city. He is well known throughout the state, and delivers business addresses throughout the state. His store is the oldest in Laurinburg, and one of the oldest in Scotland county. He is an elder in the Presbyterian church, and is active in Masonic affairs. He has the highest respect of both white and colored citizens of the city and county. He is the largest colored merchant in North Carolina, and he has always been sincerely interested in the educational and industrial progress of his race.

Some 19 years ago he wrote Dr. Booker T. Washington to send him a teacher to teach industrial education to his race. The teacher came and established the Laurinburg Normal and Industrial Institute. He was the first citizen to induce colored physicians and colored dentists to locate here and he provided up-to-date offices for both.



LAURINBURG NORMAL AND INDUSTRIAL INSTITUTE

Evan's White Front Department Store

"The Home of Good Shoes"

Everything to Eat and to Wear

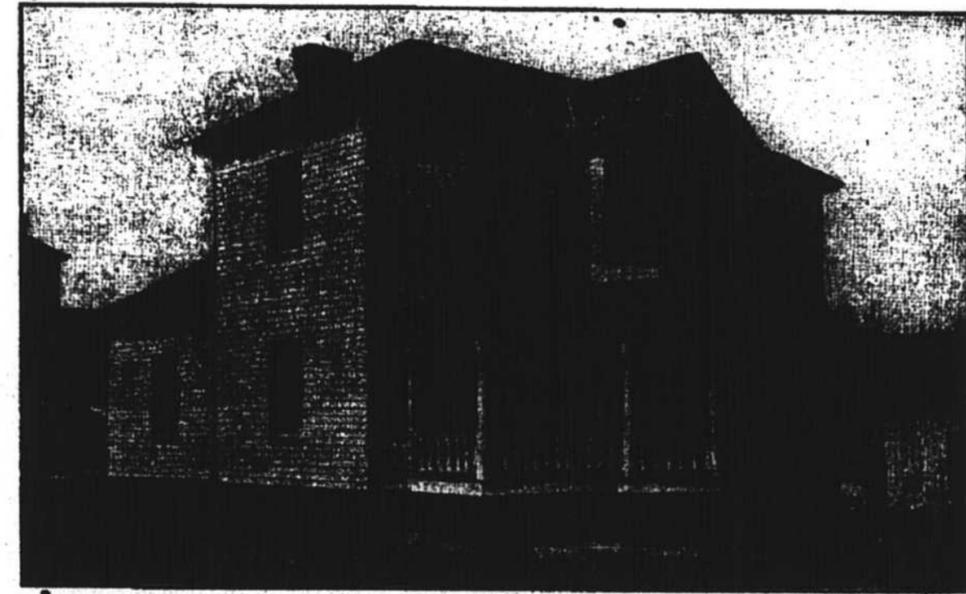
Standard Merchandise at Prices Consistent with High Quality

Lowest Prices on Sugar

EVAN'S WHITE FRONT DEPARTMENT STORE

Laurinburg

North Carolina



Bigelow Memorial Hospital, connected with the Laurinburg Normal and Industrial Institute, erected ten years ago and modernly equipped with operating room. Dr. N. E. Jackson who has done several years of post graduate work at Freedman's Hospital.

Washington, D. C., and attended surgical clinics in several northern cities, is in charge.

Graduate nurse employed with help of student nurses. White physicians have contributed both service and influence to make hospital succeed. Late

Dr. D. M. Prince was a substantial promoter.

Terms reasonable. Service guaranteed. For information, call N. E. Jackson, physician and surgeon, phone 225 or E. M. McDuffie, Manager, phone 67.

SUCCESSFUL INSTITUTIONS OF THE COLORED PEOPLE

The Race Has Made Great Progress In Its Schools, Churches and Public Institutions

The Laurinburg Normal and Industrial Institute was founded in 1904 by its present principal, Emanuel Montee McDuffie, in an old public school building, with one teacher, seven students and fifteen cents in cash. The institution is both academic and industrial.

The academic side of the work is divided into primary, intermediate and high school departments. This work has been gradually strengthened year by year with equipment, better prepared teachers, a first-class academic building with patent desks, virgin white blackboards and steam heat. With a library of over 5,000 volumes and other furniture and apparatus necessary to do first class academic work, the school is now qualified and will go on the state list of accredited or standard high schools next June.

Boys and girls are being instructed in cooking, housekeeping, dressmaking, laundering, wheelwrighting, blacksmithing and printing. These industries have been established in order to afford students an opportunity to master a trade while getting a literary education. Housekeeping is stressed in order to teach our girls the difference between a house and a home and how to beautify the home and care for it intelligently.

Having no church, society nor organization of any kind upon which to rely for support, building an institution of this kind has been a constant burden and a struggle upon the principal and founder since its inception. Many times the work would have failed had it not been for the strong determination and abiding faith of its principal who was willing and able to stoop down and lift himself up by his own boot-strap. Mr. McDuffie has done more, for in working out his own success, he has pointed the way by which any boy of vision and energy can make a place for himself. Such men are the greatest asset to the race. While laying the foundation and building their own success, they become the examples and benefactors of other struggling youths whom they help up from places of poverty and obscurity to positions of large service and usefulness. Mr. McDuffie did not have the tutelage of parents as the other boys and girls had, for his father died a few months before his birth and his mother survived only a few years. He was then placed under the watch care of his grandmother and brother Willie. They were very poor indeed and had to work hard all day and sometimes at night to make ends meet. He realized early in life that he could not dream himself into a noble character for for-

tune only smiles on those who roll up their sleeves and put their shoulders to the wheel.

Realizing that the race was standing in need of men of brain, he entered school and worked perseveringly that he might receive an education in order that some day his name might be written high on fame's roll. Although he had a hard time during the years he stayed in school, he did not become discouraged but pressed forward with a determination that knows no failure being consoled only by the words of the poet, "The bird may have its bitter taste but sweet will be the flower." After toiling amid adversities he finally finished at the Snow Hill Normal & Industrial Institute in 1904 and came to Laurinburg and started the school that year.

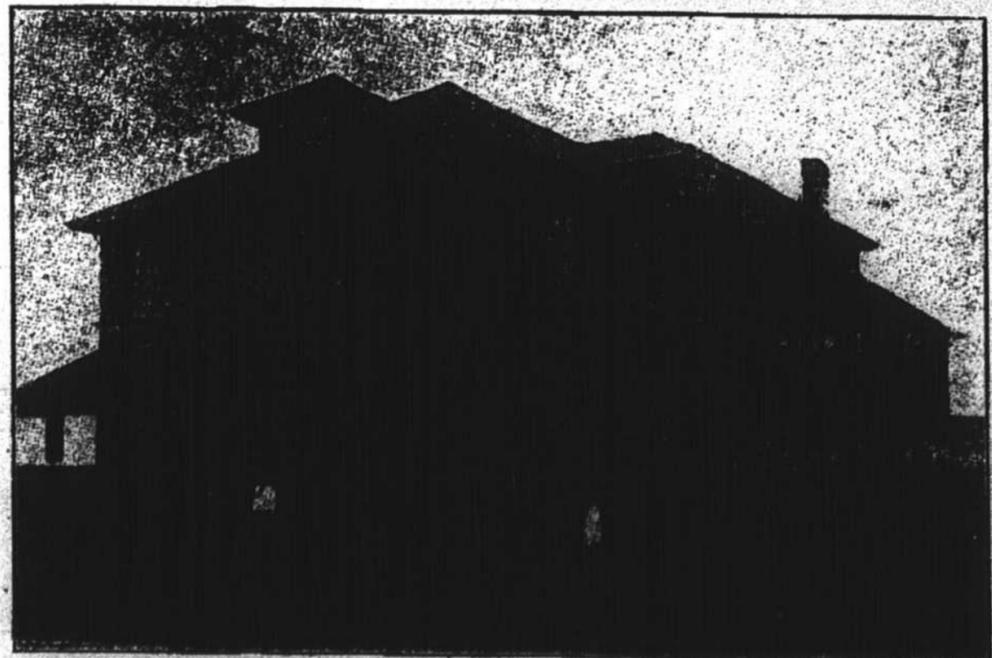
Knowing that all men must pay the price for living, he took up his cross and followed the Lord who said, "My grace is sufficient for thee." With the cooperation of white and colored and the teachers who are associated with him in the work he is still at the head of the school which stands as a beacon light on the road to civilization where boys and girls are taught how to be useful and law abiding citizens that ours, like all other races, may play well its part in the drama of life.

Principal McDuffie's story cannot better be told than in his own language. He says: "I was born in Snow Hill, Wilcox county, Alabama, December 24, 1883. My parents were Emanuel and Emma McDuffie. I was brought up under the most adverse conditions. My father died about six months before my birth, thus leaving my mother with the care of seven children. As I had never seen my father, I was often referred to by the other children of the community as the son of 'none.' In July, 1898, my mother died and the burden of caring for the children then fell upon my old grandmother. In order to help secure food and clothing for myself and the rest of the family, I was compelled to plow an ox on a farm and as we usually made from four to five bales of cotton and 40 and 50 bushels of corn each year, she was looked upon as a great farmer. When I was fifteen years of age, my grandmother was called to her heavenly rest, thus leaving a house full of children to shift for themselves. After her death I became interested in education and immediately applied for admittance to Snow Hill Normal and Industrial Institute. I was admitted as a work student, working all day and attending school at night. Until I entered Snow Hill Institute, I had a very vague idea about life as it pertained to the negro. In fact, up until that time, I was of the opinion that the negro had no business being any-

thing; but after entering the school and being surrounded by a different atmosphere and seeing what had already been accomplished by Principal W. J. Edward, I soon realized that the negro had as much right to life and liberty as any other man.

It is the custom each year to present a silk hat to the skipper of the first grain-carrying boat to enter the port at Fort William, Ontario.

Tom Tarheel says that the reason he put running water in his house was to keep his wife from breaking the tenth commandment by coveting the bathroom and kitchen conveniences belonging to her married sister in town.



Where are you going to send your children to school next term? The Laurinburg Normal and Industrial Institute, located in the centre of the Black Belt of North Carolina, where the blacks outnumber the whites, offers exceptional opportunities to worthy and ambitious young men and women to enter next September and learn a trade while getting an education. Our enrollment is 500. Seventeen instructors from some of the best schools of the south are employed.

The school gives a thorough English education and is strictly moral, religious and industrial. Every boy and girl is taught practical politeness, housekeeping, dressmaking, blacksmithing, wheelwrighting, printing, cooking and laundering. Students are taught self-reliance, race-pride and independent manhood and womanhood. They are encouraged to remain at their homes in the south, to buy land and to assist their mothers and fathers and to educate their fellows. Young men and women are prepared

for those walks of life that will put them in the most useful relation to their race and country.

The school is located just a quarter of a mile from the railway station and sits on a hill on the edge of town away from the noise and turmoil of the city and is an ideal location for study and recreation. For catalog or information write,

E. M. McDuffie, Principal, or
E. H. Johnson, Treasurer.