



People of South Are Its Greatest Asset

SUCH IS BELIEF OF MR. CHATHAM

**President of Company Says South
Has Unlimited Opportunities
for Advancement**

The South has unlimited opportunities for advancement in the next 20 years and the first thing it needs to do is to learn to utilize its resources and use its own products, Thurmond Chatham, Winston-Salem industrialist, said today.

Piedmont North Carolina is one of the richest potential fields for development of agricultural processing industries, plastics, garment making and many other types of production and manufacturing, he continued, bringing the subject home to the Twin City's immediate surrounding territory.

As the eyes of the nation were focused more clearly than ever on Southern states today after an article in Fortune magazine dealing with the economic problems of the South, the young Winston-Salem manufacturer, one of the outstanding textile men in the United States, spoke of his hopes for the South and for the Carolina Piedmont sections.

Have Opportunities

"The main thing the South has to wake up to is that we have the opportunities," he said. "With our climate and vast resources there is no limit to the possibilities of development during the next 20 years. If the South continues to progress, with increased prosperity, it will lead the nation in all lines in the near future.

"The Fortune survey is true in every respect. The people of the South are its greatest asset. They have ambition and initiative.

"Within the past 20 years the section has awakened to its possibilities, has found that it has resources and banking facilities for which it previously had to depend upon other regions.

"The South is just beginning to show the results of what it has learned during these last two decades," he declared, in a statement that gave warm promise for the future.

"We could improve our position by learning to use our own products. All southerners haven't



THURMOND CHATHAM

yet realized that southern products are as good, if not better, than those produced in other sections.

Machine Industry

"And here in our own Piedmont, we have unlimited opportunity. The Piedmont lends itself to the same type of machine industry as New England, a fact that was mentioned in the Fortune survey.

"There are many branches of industry just beginning to be opened up here—processing of agricultural products, meat packing, manufacturing of dairy products."

The full utilization by the South of the things its fertile lands will produce and the increased consumption of southern products by southern people are

the things needed now, he indicated.

Soy beans, from which plastics and other products are made; ceramics, already an industry in western North Carolina; canned goods and dairy products were especially mentioned by Chatham.

"All ramifications of the textile industry are continuing to move South," continued the blanket manufacturer. "And there is an excellent opportunity for garment manufacturing."

Good Products

"The products produced by these Southern plants are good ones. The people are learning that they are excellent in workmanship, and frequently excel products produced elsewhere."

"The South is getting the furniture business of the country

now," he added, "and that is centered in the Piedmont and mountain section of Virginia and North Carolina."

"Southern people remained at home and had traveled little in the past. They did not realize our potentialities in natural resources and agriculture. They are now learning what the South has, as compared with other sections."

Chatham's comment was one of a number made by leading men of the South as the Fortune article created interest throughout the United States.

Rate Equalities Cited

Abolition of North and South freight rate "inequalities" was held "absolutely essential" to industrial expansion in the South, by Bona Allen, Jr., head of the huge Bona Allen Shoe Co. at Buford, Ga.

"Without a shadow of a doubt we of the South must have lower freight rates, equal to those of the North, before Southern industry can expand to the extent of equality with other manufacturing centers of the nation," Allen declared.

Better times for the entire country would result from further industrial expansion in the South, Fortune magazine pointed out in its November issue describing the 11-state region as "the nation's No. 1 opportunity."

The survey covered Virginia, North and South Carolina, Georgia, Florida, Mississippi, Alabama, Louisiana, Arkansas, Tennessee and Kentucky.

Pointing out that 29 per cent. of 1937 American investments in new industrial plants was placed in the South, the magazine said that the section continued to offer sectional poverty "principally because both its agriculture and its industry are tributary, rather than primary."

"Yet both its industry and agriculture have been developed far enough to show that there is no good reason why the South cannot be built up until it forms not a tributary region but an integral part of the country and a level of activity and purchasing power comparable to the whole."

Mr. E. M. Hodel returned Wednesday from a business trip to New York.

An artesian well in Arkansas spouts both fresh and salt water.