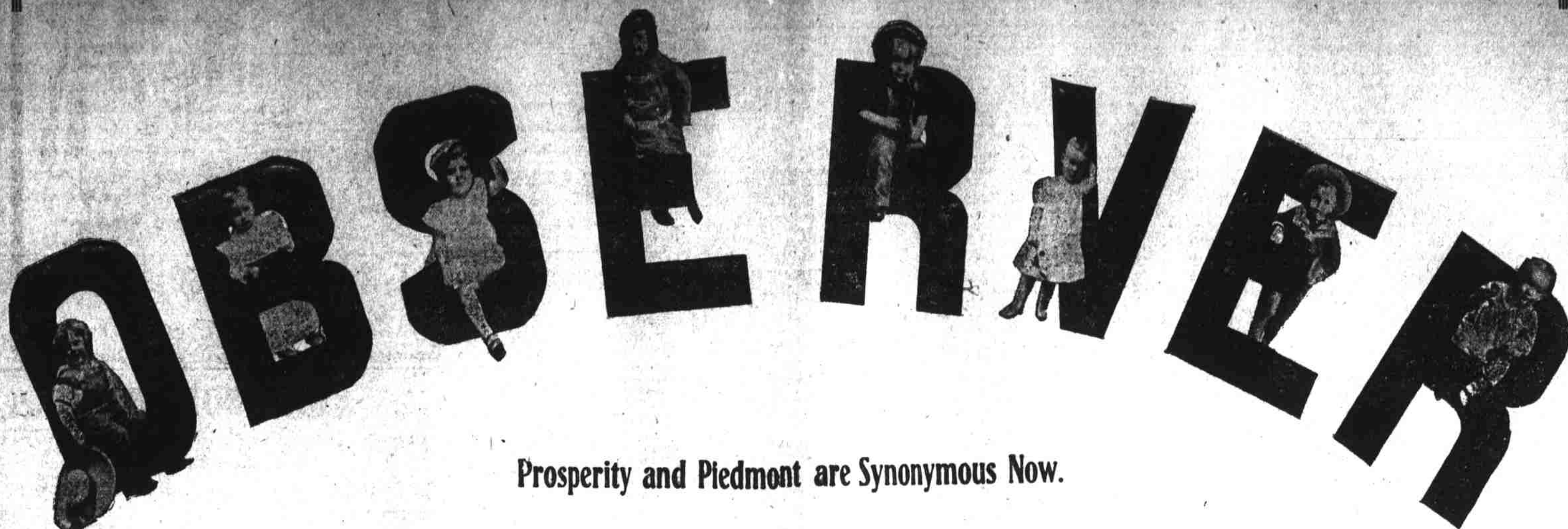


"WATCH THE PIEDMONT REGION GROW"—THE PACE IS SET BY

THE CHARLOTTE DAILY



Prosperity and Piedmont are Synonymous Now.

Nowhere in this great country of ours is the farmer so wealthy; nowhere is business so healthy; nowhere has the year just past brought such returns on investments, as in the South. No other section of the country has made such progress in the last twelve months. So great has been the demand upon the railroads of the South that for months they have been unable to handle the traffic—unable to haul the South's products to market and bring in its imports and maintain schedules, and a period of congestion unparalleled in the South's history has been the result. Immigrants have heard the South's call for labor and are answering it; manufacturing enterprises are increasing their capacity to meet increasing demands; railroads are double-tracking and otherwise amplifying their facilities to keep up with the South's growing prosperity. In this era of unexampled progress the Piedmont region stands head and shoulders above every other part of the South—its business, agricultural and manufacturing interests have shown great gains. In the centre of this great region is located

The Charlotte Daily Observer

It has set the pace for the country around it—has kept ahead of the country—the country is growing with it. To reach the great Piedmont region, to lay your wares before these prosperous people who have money to spend you will be compelled to use its columns. No other course is open to the advertiser who seeks a wise, economical expenditure of his appropriation.

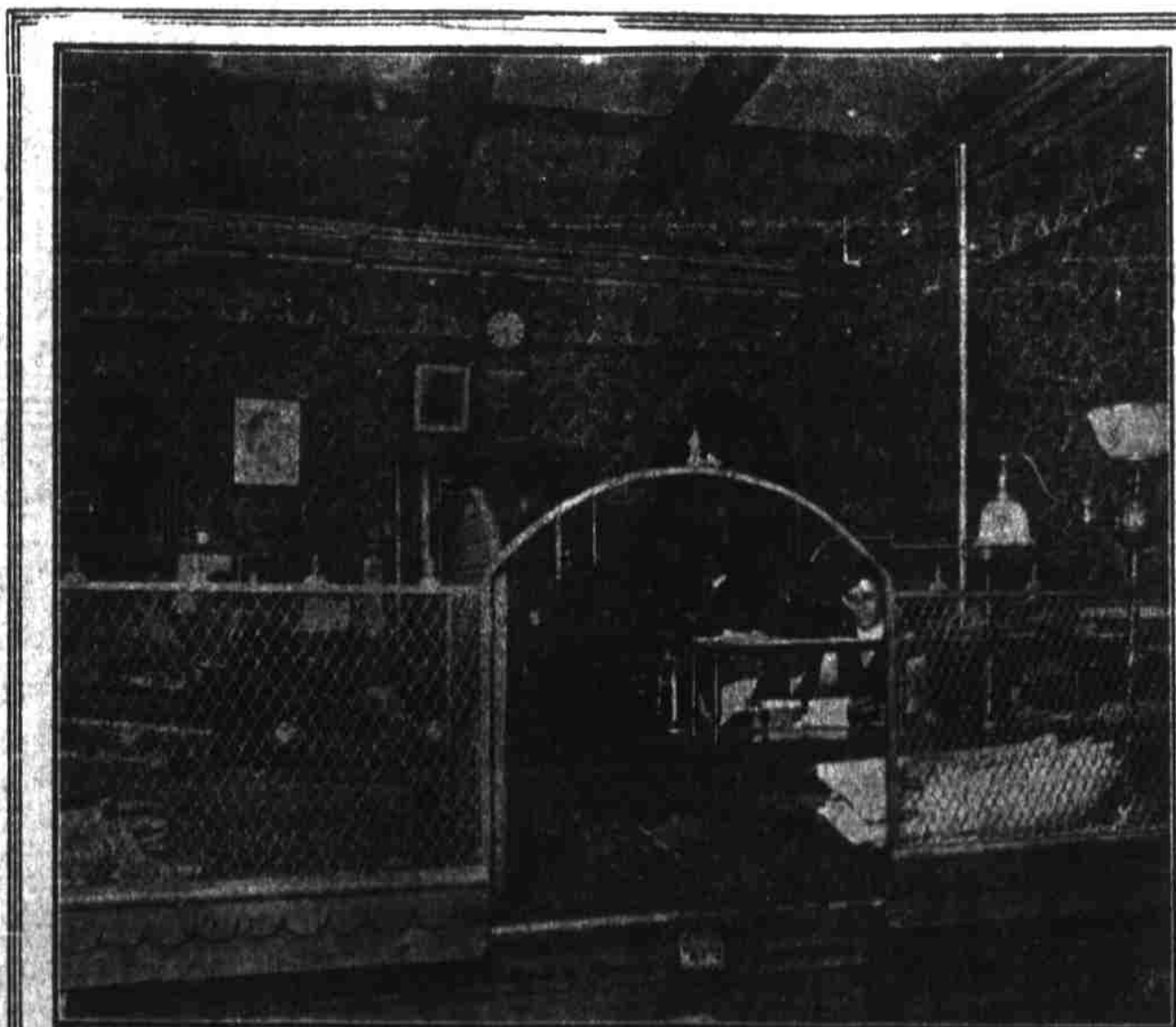
The advertising rates are very reasonable—much lower than they should be when the quality of the service is taken into consideration. If you live outside of Charlotte call 234 L. D.; if in the city 78 for rates

A Pair of Propositions, Literally Defined, That Are Inseparably Linked in the Estimation of the Far-Sighted Advertiser:

The Piedmont Region

Century Dictionary

"A name given in several States of the Atlantic slope to the broken and hilly territory lying east of the Appalachian chain; as, the Piedmont region of Virginia, North Carolina, South Carolina or Georgia." The richest agricultural section of the South; the richest in mineral deposits; the cotton manufacturing centre; the greatest wealth per capita of population. Its people leaders in educational progress, in literature, the arts and sciences.



THE OBSERVER'S COUNTING ROOM

The Charlotte Observer

Public Opinion

The only newspaper in North Carolina published every day in the year. A dignified, conservative, family newspaper, a newspaper with character. Prints all the news of the world, the State and Charlotte seven days in the week and enters more substantial homes than any paper in the State. Its opinions count for something. The best advertising medium, quantity and quality of circulation considered, in the Southern States.