

The Great Piedmont Region



THE Piedmont region of the two Carolinas has suddenly become the most active in the United States, in commerce, agriculture and manufactures. No other area in the country has made such an advance in so short a time. The hum of the spindle and the whirr of the loom is heard on every side—the cotton mill has been brought to the cotton fields, and the waste fields, once overrun with weeds, are blossoming under the magic touch of the agriculturist. It is estimated that the buying capacity of this region has increased tenfold in ten years and the production has shown an equal increase in the same period. The farmer who formerly made 10 bales of cotton and got for it 6 cents a pound had a gross income of \$300 a year. The same farmer now receives 12 cents for his cotton, which yields him \$600 a year, and the new factory population and the people in the growing cities and towns buy the perishable products of the farms to the extent of \$600 a year more for every active farmer. This gives the farmer an income of \$1,200 a year as against \$300 a few years ago. In addition he sells wood, does hauling and in other ways augments his income. The perishable farm products—potatoes, peaches, watermelons—in fact all fruits and vegetables, formerly had no value for lack of market, but now the great markets, Washington, Baltimore, Philadelphia and New York are within economic reach, because the commercial development of the section has brought about the train service which makes these markets accessible. Perishable farm products may leave Charlotte, or Greenville, S. C., or any town in the Piedmont region and be in the New York market within 24 hours. Poultry is another rapidly growing industry of this section. The Piedmont region is better adapted in every way to the raising of poultry than the central Northwest and the development of this industry is one of the many enterprises that is helping to make this section great.

A GREAT TRIO OF NEWSPAPERS



The newspapers of Charlotte, **THE OBSERVER**, **THE SEMI-WEEKLY OBSERVER** AND **THE CHRONICLE**, have kept pace with the development of the Piedmont region. In fact, just a few years ahead of it. They reach the progressive, prosperous people—people who have money with which to buy, and things to sell—giving advertisers a service out of all proportion to the rates charged them. This great trio of modern newspapers offers the advertiser just what he is seeking—the opportunity to lay his wares before these progressive people. He is assured of a hearing because the people have confidence in these newspapers in a confidence born of life-long association of the people and the newspapers. If the rates were fifty per cent. higher they would still be cheap when the service is considered—the quality and quantity of circulation. These papers have a clientele which the advertiser cannot afford to overlook, if he be alive to his own interests—if he wants to know that he is getting what he is paying for, if he is seeking the wisest expenditure of his money. The Daily Charlotte Observer reaches the homes of the manufacturers, capitalists and the leading business and professional men in the Piedmont region. It is the great family newspaper of the section—read by all the family. Its reputation as a sane, conservative, reliable newspaper is enjoyed by few newspapers in the land. The Semi-Weekly Observer goes to the farmers—the class that is now forging to the front rank in wealth and importance, folks who do not take a daily paper. It reaches them the day of publication and is read by the whole household, from the lord of the manor to the dairy maid. The Evening Chronicle covers the local field thoroughly. If the advertiser has anything to offer the people of Charlotte, this, the leading afternoon paper in the Carolinas, is the logical purveyor of his wares.

Mr. Advertiser:—Instruct your agents to use this great trio—use it yourself for awhile and then measure up results with any other advertising you are doing. Let the results speak for themselves.

WE OPERATE ALSO THE OBSERVER PRINTING HOUSE

Which is a modern, up-to-date printery and bindery, turning out anything from a visiting card or wedding invitation to a first-class ruled account book, ledger, catalogue or a volume of fact or fiction. Everything in job printing done better than any other job office can do it—that's our motto.

THE OBSERVER CO., Charlotte, N. C.