

# LOUISBURG, North Carolina.

## Grows Hourly in Popularity Among the Farmers of Nash, Vance, Wake, Franklin and Johnston Counties as a Highly Satisfactory Tobacco Market

### A Money Saving Source of Supply for Securing The Needs of the Home, The Farm and The Individual

#### Everything Indicates Continued Development Along All Lines of Activity-A Condition That Reflects a Splendid Spirit of Co-Operation and Unanimity to Improve and Build up Along the Border Lines of Progress and Permanency

#### Sketches of the Reliable and Representative Local Enterprises of Their Owners, Their Methods and Their Stock Equipments--All of Which Maintain The Splendid Trade Conditions That Constantly Prevails.

Louisburg, the county seat of Franklin and a popular and an important selling market for the people of four counties, is reached by the Louisville division of the Seaboard Air Line railroad, which connects with the main line at Franklinton, and is thirty-seven miles distant from Raleigh and twenty-seven miles distant from Henderson.

With its suburbs Louisburg has today a population of thirty-five hundred inhabitants composed of the very best class of citizenship, in that the bulk of the people are industrious, energetic and self-reliant and are thoroughly identified with local interests and progress by the fact that many, even of the humblest, are home owners—a condition which insures co-operation and unanimity in promoting local development no matter in what manner or form it may appear or be suggested.

During the past decade Louisburg has made remarkable progress along all lines as a tobacco market, wholesale and retail trade center, in the acquaintance and development of new industries, as a source of supply for horses, mules and farm needs generally and as a splendid selling point for cotton, cotton seed and everything grown on the farm.

During the past ten years real estate values in many instances in the business section have increased in value three and four fold and property all over town has shared in the growing prestige of the community and in the general improvements made from time to time as a result of which real estate values are healthy, firm—a fact which substantiates the faith of the people in the still greater future of the town and the still greater resourcefulness of the county by which it is surrounded as a result of good roads and progressive farming methods both of which are being constantly introduced.

#### MUNICIPAL FEATURES.

Louisburg from the standpoint of municipal advantages possesses all the natural and acquired facilities that can be found anywhere in the country in the most progressive towns of its population. Built along both banks of the Tar River there is a gently sloping condition in the location of the town which insures natural drainage and consequently the most healthful surroundings. This natural drainage is supplemented by a sewer system of ample capacity which extends all over the business district and includes a considerable part of the residential section, so that assurance is made doubly sure in this all important sanitary feature.

Then, again, the town possesses its own electric light plant which in character of importance, and consequently

in service, is said to rank with the best in the country in this respect. As a result of this acquisition the streets of the town are well lighted by electricity, likewise all the stores, churches, public assembly rooms and many of the residences.

A water system, also the property of the town, supplies excellent and reliable facilities in this important and universal necessity. Water mains reach all over the town and the service reaches the best standards both in the healthy and wholesome character of the water and its reliability.

Louisburg possesses two fire companies, the Cheatham Reel Team and the Louisville Wagon Company, both of which are made up of the best citizens of the community because they are actuated by altruistic methods to save life and property and to protect and defend their town and its people against the ravages of fire and its consequent losses to the community as a whole. When the equipment of the fire department and the water supply from the water works and near by Tar River are taken into consideration, Louisburg can be said to possess unusual and exceptional advantages.

In the observance of laws and ordinances, Louisburg's people are mindful of their duties and obligations, being naturally law-abiding citizens. Still the omissions and commissions of the imprudent and thoughtless who invade the rights of others in the best of communities make it necessary to have a police service to promote the public peace and protect property and in this respect Louisburg is well provided, this department being in the hands of a chief of police who enforces his authority at the same time commanding the greatest respect and who is among the representative and popular citizens of the community.

Louisburg streets are kept in a thoroughly satisfactory condition, especially the much traveled thoroughfares of the business sections, and plans have already been agreed upon and work begun to construct cement sidewalks in line with progressive communities everywhere and which reflects a commendable disposition in the property owners and citizens of Louisburg to be fully abreast of the times in the municipal advantages which combine beauty of uniformity with utility and this combination is found in the cement sidewalks.

#### A HIGHLY POPULAR TOBACCO MARKET.

As a market for the sale of tobacco to other towns in entire the bright tobacco belt and does offer better inducements to the farmers, and few towns equal these inducements in the

general high range in prices secured, in the go after it methods of the owners of the warehouses doing business here and in the service rendered generally, which service consults the conveniences of patrons, protest their interests in securing the very "top of the market" and shows that sense of appreciation for trade as a consequence of which the most satisfactory experiences prevail. From Nash, Wake, Vance and Franklin and from parts of Johnson county farmers are constantly coming to Louisburg with their tobacco and from other farms located in the vicinity of Rocky Mount they prefer the journey to Louisburg because the competition in Louisburg's warehouses is honest, active and on the square. There is no collusion among buyers, to keep down prices, no combination among warehousemen for the same purpose, no gentleman's agreements, it is simply a question of quality and price and the high dollar is the only consideration. Farmers have learned that it pays them to come to Louisburg. It means more dollars in their pockets for their tobacco crops than they could secure in other markets and for that reason Louisburg is gaining prestige, popularity and importance daily as a tobacco market. Besides Louisburg's warehouses are conducted by men who are expert judges of tobacco, who know its value to the cent and who will not allow it to be sacrificed under any circumstances. For this reason they conduct sales in a spirited manner, being ever alert and vigilant to create and maintain conditions whose features are active and spirited bidding. During 1909 about three million pounds of tobacco were sold on the Louisville market and although the crop is not up to the average this year, it is the purpose and aim of the owners of the local warehouses to beat these figures by their "going after it" policies and splendid results in prices handed to their patrons.

#### AN EXCELLENT SOURCE OF SUPPLY.

Any one visiting Louisburg is forced to admit that as a trade center it is important and popular. And why is this conclusion arrived at? Because there is in the first place magnitude and variety of both quality and price in every department of merchandising. Secondly, because, taking the stocks of all the stores into consideration, there is an abundance of standard goods in shoes, clothing dry goods, guano, farm implements, buggies, furniture, carpets, drugs, groceries and other lines, and standard goods as every experienced person knows, is the same in price and quality in every village, town and city in the United States, the same price and the same quality in Louisville as in New York, Chicago, Philadelphia or St. Louis. So that, as any one can see buying opportunities could not be better anywhere. Then again, Louisburg merchants are reliable in their methods and with this characteristic of reliability they combine a spirit of pro-

gressiveness to secure the latest and the best so as to be among the very first to give their patrons the benefits of the newest approved ideas and popular productions generally. In view of this fact there is little need and less excuse to go anywhere else to secure one's requirements for the home, the farm or the family. If a Louisville merchant has not got an article in stock, it will be secured for a patron at guaranteed prices as quickly as the telegraph and express can bring it. Then, again, Louisville's merchants do business on the very lowest level of wholesale cost, because they buy direct from the manufacturers, wherever possible, and in quantities that secure best rock and inside invoice prices. Their policy is to trade with the organized source of supply and completely eliminate the middleman who adds invariably to the cost but never to the quality. In view of these conditions and opportunities it is not the square deal to send your dollars to mail order houses, for the home merchants taxes go to the support of schools, churches, roads and bridges. He is also a neighbor and a friend in most instances and for that reason he must render to every patron an honest equivalent for his money.

#### AS A HORSE, VEHICLE AND GUANO MARKET.

No town in this section approaches Louisville's advantages, especially in this statement true of the buying opportunities maintained for the farmer in securing his requirements in horses and mules. The owners of the local sales stables buy in the markets of the west where the lowest prices prevail and ship in car load lots direct from these points. They are, moreover, well known and thoroughly established with the owners of western stock farms and combining this advantage with a thorough knowledge of the need of their patrons, the result is the most favorable to supply local demands. During the spring, fall and winter Louisville's sales stables contain ample variety of quality and price in horses and mules and offerings are made by the owners of these establishments in a manner that is thoroughly reliable both in price and representation. Because of the high plans of legitimacy on which the selling of horses is conducted in Louisville, farmers come from far distant points for they know they will be protected and their knowledge alone is an inducement worth traveling many miles to secure. In guano, farm implements and buggies the productions of the best makers of the country are found on sale from the medium to the highest grades adopted, in guano, to the sale and climate of this section and in buggies and light vehicles to the tastes and demands of patrons in variety of style design and price to supply these needs promptly and satisfactorily. This feature of magnitude of variety of styles, quality and price maintains the exceptional advantages for Louisville as a vehicle market for which it is noted all over this section.

#### IN THE WHOLESALE LINES.

Louisburg has made rapid strides in the past few years being today the source of supply for groceries, feed and flour for the retail trade doing business within a territory of twenty-five miles in some directions. The growing importance of the town in this respect is best evidenced in the development of the wholesale business in the com-

munity, and which has reached a condition of magnitude from the humble beginning made but a comparatively few years ago along these lines.

#### INDUSTRIAL OPERATIONS.

Louisburg's industries consist of four planing mills in and near the town, a wagon factory, an oil mill, a foundry, a mattress factory, a grist mill and several minor enterprises employing in the aggregate about one hundred persons. Shipments of the finished product are sent out daily in car load lots to all parts of the country by the majority of these concerns, and in view of this fact together with the constant arrival of goods for local consumption and distribution, Louisville is one of the important towns in its class on the Seaboard Air line system.

#### AS A COTTON MARKET.

No better selling advantages prevail anywhere than can be found in Louisville. The buyers are men of reliability and keep in close touch with the ever occurring fluctuations of the market by hourly telegrams during the cotton season and by a general knowledge of condition as regards the supply and demand. Outside the export cities of the country no better prices are offered anywhere than can be secured at Louisville and these are always based on the latest and highest telegraphic quotation direct from "off the wire."

#### AN IDEAL HOME LOCATION.

Excellent located from a purely sanitary standpoint in a temperate climate and with the advantages of excellent municipal advantages Louisville is conceded to be an ideal home town. This fact is already in evidence in a number of comfortable homes surrounded by generous lawns and protecting shade trees and by educational and religious opportunities which surround the family with invaluable privileges and safeguards. In the former instance these consist of a Graded School and the Louisville Female College, both of which are in charge of education of efficiency who combine mental training with moral development in order to build up character. There are also four churches for white people presided over by men of zeal and piety whose example and sermon's inculcate and foster that religious spirit which in the very last analysis is the foundation of the very best citizenship. Several of the leading fraternal and benevolent organizations flourish in the community and their membership promote that disposition to good fellowship and hospitality which the stranger immediately recognizes in Louisville's people.

#### LOUISBURG'S FUTURE.

Judged by the past, Louisville's future along lines of development is assured. The day is not far distant when it will secure the advantages of another railroad by the construction of but a few miles of track, and in the very nature of things this work will be done, securing, thereby, another trunk line. Then a new hospital is only a matter of constructing the building for all the preliminary work has been done and only a few details remain. This institution will be capitalized at \$20,000.00 and will on its completion be of incalculable advantages to the inhabitants of the surrounding country for nearly fifty miles. The Louisville Female College will relieve its crowded condition by the erection of a new building the material of which is now arriving. New store buildings are now being erected in the business section and the work of building good roads goes steadily on throughout Franklin and adjoining counties, so that every activity is strictly along lines of greater development and

for a GREATER LOUISBURG. Below will be found sketches of Louisville's reliable and representative enterprises of their owners, their methods and excellent stock equipment. No desire has been entertained to overdraw or exaggerate in the preparation of these articles but on the other hand credit, where credit is due, has been freely and ungrudgingly given.

#### J. W. HOLLINGSWORTH

Manufacturer's Agent For Pianos Furniture, Carpets and Undertaking.

The oldest furniture and undertaking establishment in Louisville and an enterprise well and favorably known throughout the four adjoining counties many of whose house-keeper make it their chief source of supply for home equipment, the Hollingsworth Store continues right along to supply the needs of the people and render that efficient and satisfactory service which has ever characterized all of its trade relations.

In order to be prepared to supply all needs, this establishment carries constantly a splendid collection of from the medium to high grades in parlor and bed room suits, couches in a variety of upholstery, china closets, chiffoniers, bed lounges, wardrobes, hall racks, sideboards, extension tables, rockers, dining room, kitchen and parlor chairs, the latest designs in carpets, rugs, druggets and floor coverings generally, pictures and frames, children's furniture and all requirements in the above lines for house furnishing.

As manufacturer's agent for the Star Piano Company and for the Chase-Hadley Company's pianos, two of the best makes of pianos for the money today on the market, which are found in thousands of homes throughout the country where their merits are enjoyed and appreciated and praised. Mr. Hollingsworth is in an especially advantageous position by supplying all demands with honest and thoroughly established goods at inside and money saving prices. Moreover, being himself thoroughly established throughout this section, his past reputation for integrity and ability surrounds all patrons with such safeguards as protect and promote their interests.

Many of the above named pianos are now in the homes of the leading people of this section for as far distant as forty miles, and every single one has been the means of selling another, such being the satisfactory experience of patrons. In this department pianos arrive in car load lots, and as a consequence the variety from which to select is of exceptional magnitude. Mr. Hollingsworth is also sales agent for the Victor phonograph and for the "New Home" sewing machines and supplies, all demands promptly and at guaranteed prices.

In the undertaking department a prompt and an efficient service for the preparations of the dead for burial is maintained by means of a large and select collection of caskets, coffins and funeral furnishings and by valuable, practical knowledge and experience as an undertaker, a knowledge certified by the officials of the State in the form of a license as required by law.

The Hollingsworth Furniture and Piano Store occupies a three-story brick building, 30x105 feet in dimensions, and its floors, galleries and balcony are crowded with the latest the market offers, all of which is received direct from the manufacturers in car load lots thereby securing that low level of wholesale cost by means of which money saving retail prices are constantly quoted.

Mr. J. W. Hollingsworth began business in Louisville thirteen years ago, coming to this point from Raleigh where he had been connected for years with one of the leading establishments of that city. He is one of the community's reliable and progressive citizens and business men, a promoter and formerly first vice-president of the Tar River Manufacturing Company, a prosperous industrial enterprise, and enjoys fully the confidence and esteem of a large list patrons and of the local public.