

GREENSBORO,

In the Beautiful Piedmont Section of the New Eldorado.

(Paper read by Mrs. D. E. Osborne before the Business Men's Convention at Southern Pines, N. C., April, 1898.)

The sun shines on no fairer region than the Piedmont section of North Carolina. nor is there anywhere in the world a section of equal extent better fitted to become the home of a rich and prosperous people; nowhere will intelligent labor yield a richer and surer reward in so large a variety of industries; nowhere will a fair competence secure a larger amount of health and happiness.

Centrally situated in the broadest portion of the fertile and populous Atlantic slope where the North and the South blend into each other, it partakes of the nature of both, and, when it fully realizes its opportunities, will lay heavy tribute on both. No fairer skies nor more propitious heavens bend above any portion of our common country. Its medium latitude and its elevation of from five hundred to fifteen hundred feet above the level of the sea assures relief from the oppressive heat of lower latitudes and of the eastern coastal plain. The long unbroken wall of the Appalachian mountains extending from southwest to northeast across our northwestern border forms a natural barrier against the cold winds and the violent storms which sweep across the states of the Mississippi valley. Rarely does the temperature rise above ninety degrees F. in summer or fall below ten degrees in the winter. The sudden and violent changes of temperature of the West and North are unknown to us. The damage done by storms and cyclones is inappreciable. The annual rainfall, about 54 inches, is ample for crops of all kinds; and this rainfall is almost exactly the same for each of the four seasons. Droughts and floods are unknown. One of the three most healthful regions of the United States is located near the center of this section, and another lies hard on its borders. In all the history of the state no destructive epidemic of any kind has visited its people, while thousands of people in recent years to whom life had become impossible in harsher climates have found here health and increased length of days. The per cent. of mortality from lung diseases is little more than one-tenth the mortality from the same cause in New England. These are considerations of the highest importance for the home-seeker; for "all a man hath will he give for his life," and more would he give for the life of his family.

In this section the belt of native and cultivated products of the North and South meet and overlap. The northern limit of the cotton belt extends diagonally across its center from Cleveland county in the south to Granville in the north. The southern limit of the tobacco belt lies just north of the southern tier of counties, extending east and west into the sandy level of the coastal plain and into the French Broad valley. On the clayey lands of the middle and northern counties wheat is grown with as much profit as in any section of Virginia. Two or three years of careful cultivation with some fertilization from the compost heap will easily bring any of the red clay soil to a yield of thirty bushels to the acre. Corn and the grasses may be grown with profit in every part of this section. Every kind of garden vegetable grows luxuriantly; the western tier of counties is unexcelled for apples, which attain to the greatest perfection and never fail; peaches and a great variety of small fruit may be grown to perfection; and some of the choicest varieties of grapes are native here. The rich grasses make cattle raising and dairying as profitable as in the North, while the large amount of small grains and the excellent climate make poultry raising one of the farmer's most profitable industries. Extensive forests of pines and hard woods supply large quantities of lumber and timber for all purposes and immense quantities of wood for fuel. This last item alone amounts to \$6,000,000 a year. The lumber from our pine forests is sufficient for all local building purposes and is also a valuable article of export. Our oaks, unsurpassed in quality, make the most valuable furniture and finishing material. Our hickory, made into spokes and handles, is sold as far west as Washington and Oregon and as far east as England and Germany. The shuffles of thousands of cotton factories are made from our persimmon and dogwood, and the best timber for all the agricultural implements of the South Atlantic and Gulf states might be furnished by our forests for a century to come. Nor is the mineral wealth of this section less important. Gold is

produced in three-fourths of the counties, and the best quality of iron ore is found in more than half. The granites and brown stones of this section are of excellent quality and are easily quarried. A hundred cities might be built in this section from stone underlying their sites or within easy reach. Almost everywhere are good brick and pottery clays, and in some places the quality is of the best. The soap-stone ledges of Chatham have recently become the basis of an important business.

This brief partial summary will serve to call attention to the variety of the natural resources and abundance of the raw material of this section. Nor must you suppose the people have not learned to turn this raw material into the more valuable products of the factory and skilled labor. Two hundred cotton factories, chiefly along the line of the Southern railroad from Goldsboro to Charlotte and Rutherford county, spin more cotton than is grown in the state. Winston, Greensboro, Durham, Reidsville and Oxford manufacture a large portion of our tobacco, and this industry has been a chief source of wealth for at least two of these cities. High Point, in Guilford county, eighteen miles from Greensboro, is the principal furniture town in the South, and in almost every town of this section are to be found one or more factories for the manufacture of sash, blinds and doors, or for carriages or agricultural implements. All these manufacturing enterprises being close to abundant raw material and near to the markets both North and South; having abundant water power, enough to turn the spindles of the world, (which, because of the even distribution of the rainfall to all of the four seasons, is constant throughout the year,) or cheap fuel, both coal and wood, and being located in a section which produces, at small cost, and almost at their very doors, three-fourths of the food consumed by owners and operatives, yield large profits; and the manufacturing spirit, growing with what it feeds upon, is increasing in geometric proportion.

Near the center of this section, with all its variety of resources and its growing industries, is situated the thriving city of Greensboro, the principal railroad center of this section and the state. These roads give quick transit and cheap freight to all parts of the state and to the Piedmont section of South Carolina and Virginia; and, what is more important, they give the same connection with the great cities of the North, and the cities, fields, forests, and mines of the South. This central position and its unequalled railroad facilities give Greensboro the advantage over every other town as a manufacturing and distributing center—an advantage which its own people and the far-seeing business men of other places are beginning to realize.

Though as old as the century and always containing a steady, industrious, intelligent, and religious population, the best blood of the state and wisely conservative, Greensboro's population numbered little more than 3,000 at the time of the taking of the national census in 1880, her manufacturing plants were few, and her trade was chiefly with the people of Guilford and adjoining counties. But since then the population has increased fourfold, and her business more than ten-fold. One who knew Greensboro ten or fifteen years ago as a small town with pleasant homes and beautifully shaded streets, and a Sabbath like quiet seven days in the week, should be returned now, would be astonished and amazed at the numerous factories and large wholesale houses on every hand.

Of these large wholesale houses there are more than a dozen, including wholesale grocery stores, wholesale dry-goods houses, wholesale hardware houses, a wholesale shoe house, and others. Many of these are the largest of their kind in the state, and some larger than any other between Richmond and Atlanta. Their "sphere of influence" extends over a territory with a radius of a hundred and fifty to two hundred miles on every side of Greensboro, including the southern part of central Virginia and all the upper half of South Carolina. Some of them have invaded the territory of Richmond, Atlanta, and of Knoxville—their advantage in freight rates and in quickness of delivery giving them the advantage over these cities. In other directions territory has been conquered solely by superior energy and better business methods. A glance at the map will show that this territory covered by Greensboro's commercial travelers embraces the most prosperous and progressive section of these three states. It contains a population of 3,500,000, more than two-thirds white. The center of white population in North Car-

olina passes through Guilford county. As the business and wealth of this section and the three states increase, the wholesale trade, now amounting to many millions of dollars annually, must increase in proportion. And one may safely predict that the number of wholesale houses, which has more than doubled in the last two years and whose volume of business has quadrupled, will increase with equal rapidity until Greensboro is everywhere recognized as the leading wholesale center of all this Piedmont section.

In addition to the wholesale houses already mentioned, it must be remembered that there is an immense wholesale business connected with the leading manufacturing establishments. The most important of these is the Cone Export Company, whose force of office clerks, bookkeepers, stenographers, etc., numbers about sixty persons. This firm maintains offices in New York City and many of the other principal cities of America. They also employ a corps of twenty-five travelling salesmen, who represent the business in its various lines throughout the United States and Central and South America.

The manufacturing plants have multiplied and increased the capacity no less rapidly than have the wholesale houses. For many years the manufacturing of tobacco was probably the most important manufacturing industry in Greensboro; but, as everywhere in this section, the manufacturing of cotton is taking the lead. The Proximity Manufacturing Company, which operates one of the largest Denim mills in the United States, is now doubling its plant and building 250 more houses for its operatives. When this addition is completed, as it will be this summer, this mill will employ 1,000 hands. The Huconga mills in the southern part of the city employ 100 hands and makes the finest grade of Madras cloth ever produced in the South. The Southern Finishing and Warehouse Company operates the only finishing works in the South. Since its establishment six or seven years ago it has done much to establish for the South a reputation on colored cotton goods. This mill employs regularly 200 hands and often runs on double time to keep up with orders. It sells its output in all parts of the world. There is now in course of construction another cotton mill, the Revolution Cotton Mill, which is intended especially for the manufacture of Canton flannels. Messrs. Moses and Caesar Cone have a controlling interest in the mills and have done much in other ways to help build up the city.

Among other establishments may be mentioned the hosiery and knitting mills; the Sergeant Manufacturing Company's plant for the manufacture of the Sergeant sash-weights and sawmills, turbine wheels, etc.; three foundries which turn out a large number of stoves and other hollow-ware; a pants and overall factory; a mattress factory; a furniture factory; etc. Plows and other farming implements are also manufactured. About a half dozen planing mills and sash, blind, and door factories use up immense quantities of raw material and turn out finished products for the local markets and the cities and towns North and South. Two spoke and handle factories work up the hickory, so abundant in this section, into spokes and handles, shipping the product to all the principal markets. The Pomona Tile works produce and ship 600 car loads of sewer pipes and other tiling annually. To avoid tediousness, suffice it to say there are a dozen or more factories not named here, flour mills, carriage factories, a harness factory with large trade, ice factory, etc., etc. Two large nurseries, each doing an annual business of from \$50,000 to \$75,000, and some smaller nurseries should be mentioned. The soil and climate is especially adapted to this business.

The banking facilities necessary for the transaction of this rapidly increasing volume of business, are supplied by three banks and a loan and trust company, of which, the Greensboro National Bank takes the lead. Their wise and conservative management during the boom times of the early nineties and the time of failure following, must be counted a chief agency in enabling the city to make constant progress when other cities were suffering from stagnation and failure.

From the beginning, the people of Greensboro have been noted for their interest in education and religion. The people are a church-going people, and some of the handsomest and costliest churches in the state are in Greensboro. The place has long been known as an educational center, and four leading educational institutions are now located here, two for each race. The State Normal and Industrial College, for women, now in its

seventh year, has had a phenomenal success, its growth and development not having been surpassed by any institution of its kind in the United States. The state makes a regular annual appropriation of \$25,000 besides the appropriation from the Peabody fund and other sources of income. The faculty numbers about thirty teachers and assistants, and there are about four hundred and fifty students besides the two hundred and twenty-five pupils in the practice and observation school. These students come from every part of the state and represent every grade of society. It is the purpose of the college to give the young women attending it that broad and careful culture which every woman should possess, and in addition to give them such professional training as will fit them to teach in the schools of the state, or such industrial training as will prepare them for home-making or enable them to make their own support and add to the wealth of the state.

The Greensboro Female College, under the patronage of the Methodist Episcopal Church, South, is one of the oldest and best known schools for young women in the state.

The Agricultural and Mechanical College for colored youth of both sexes, located here, is supported by the state and national governments, receiving from the two about \$17,000 annually. It is well managed, has an able faculty, and is doing much good in the cultural and industrial education of the negroes of the state. Bennett College is a school of high grade, founded and supported by northern philanthropy.

But more important for Greensboro than all these colleges is its excellent system of public graded schools, three for white children and two for colored, supported chiefly by special taxation, open nine months in the year and free to all children of both races, between the ages of six and twenty-one years. These schools are carefully managed by a school board and an able superintendent, and are taught by scholarly teachers, most of whom have had special training for the work in the State Normal and Industrial College or elsewhere. The course of study extends over ten years, and prepares boys and girls for entrance at any of the colleges of the state. An unusually large per cent. of the pupils remain in school until they have finished the entire course. It is greatly to the credit of Greensboro that it was the first town in the state to vote a special tax for the support of its public schools, having done this as early as 1874, and that it has always kept its schools free from the influence of partisan politics. The people of the city again showed their interest in education and their progressiveness when they voted to issue bonds of the city to the amount of \$40,000 to aid in erecting the buildings of the Normal and Industrial College and the Agricultural and Mechanical College—\$30,000 to the former and \$10,000 to the latter.

As already stated, the population of the city has increased four hundred per cent. since the beginning of the decade. Did time permit, it could easily be shown that the internal improvements of the city have kept pace with the development of its commercial, manufacturing, and educational interests. Fire companies, gas and electric lights, telephones, water and sewerage. But the great growth which the city will make in the next few years will demand many improvements not yet needed by the smaller town, and preparation is being made for this. A bill will be submitted to the vote of the people authorizing the issue of \$300,000 of the bonds of the city for paving streets, extension of sewerage, etc. Of course it will be voted, and when the proceeds of the bonds have been expended wisely, as they will be, Greensboro will be not only a great commercial and manufacturing center, but one of the most delightful residence cities in the entire country.

It should be mentioned before closing that the officials of the great Southern railroad have shown their faith in the future development of Greensboro, by erecting a passenger depot, the handsomest one in the state, at a cost of over \$60,000.

Thus briefly have I tried to select some of the steps in the development of Greensboro, and to point out a few of the elements of growth which must soon make it the queen city of this wonderful Piedmont section. In conclusion, I can only invite you to come and see for yourself, and learn that "the half has not been told." Our gates ever stand wide open to welcome the stranger, and our people give a warm welcome to such as wish to cast their lot with us, lend their aid in building up our city and section, and share our burdens and the fruits of our common labors.

Take it off!
Don't wear your working apron all the time—it's a sign of poor management. Do all your cleaning with
GOLD DUST Washing Powder
and you can change your working clothes for resting clothes early in the day. It saves time, work and worry. Largest package—greatest economy.
THE K. K. FAIRBANK COMPANY,
Chicago, St. Louis, New York, Philadelphia, Boston.

CASTORIA

for Infants and Children.

The Kind You Have Always Bought has borne the signature of Chas. H. Fletcher, and has been made under his personal supervision for over 30 years. Allow no one to deceive you in this. Counterfeits, imitations and "Just-as-good" are but Experiments, and endanger the health of Children—Experience against Experiment.

The Kind You Have Always Bought Bears the Signature of

Chas. H. Fletcher

In Use For Over 30 Years.

THE CENTAUR COMPANY, 17 MURRAY STREET, NEW YORK CITY.

GRAND BARGAINS

IN

SPRING GOODS

AT ROYSTER'S.

Pant Goods, Dress Goods

CALICOS from 2½c. yard up. A. A. SHEETING 4c. yard.

BEAUTIFUL DRESS GOODS FOR SPRING AND SUMMER CHEAP

SHOES! SHOES!

Men's nice Shoes, in lace and gaiter, from 98c. up; Ladies' button and lace from 98c. up. We can suit you in almost any kind of Shoe and save you money.

Hats from 25c. up. A sample lot of Men's and Boys' Suits and Pants at VERY LOW PRICES. Come to see us and we'll save you money.

Geo. H. Royster,

LEADER IN LOW PRICES. 118 SOUTH ELM ST.

CARTLAND,

THE TAILOR,

HAS GOTTEN IN A FULL LINE OF

SPRING CLOTHS, CASSIMERES, CHEVIOTS

WHIPCORDS, FANCY VESTINGS,

[AND]

Trouserings: of: Every: Kind

JUST TAKE A LOOK AT THE NEW SPRING STYLES.

THE GUILFORD ROLLER MILLS

GREENSBORO, N. C.

We solicit the trade of this section and guarantee satisfaction on custom work. We make a specialty of "Our Patent" and "Best Ground" Flours, Meal, &c., which for the money cannot be equalled. Remember the place, "The Mill at the Depot."

GUILFORD ROLLER MILLS CO.