

GREENSBORO, THE WHOLESALE CENTER OF THE PIEDMONT.

Wholesale and Commission Houses in Greensboro.

The Center of Great Activity, With Exceptional Freighting Facilities.

The most striking feature that greets the visitor and one that stamps itself indelibly upon his mind is the fact that Greensboro is built upon a sound business basis, with business inducements to warrant every dollar that has been spent in improving the city. It is a company more that will soon be prominent in this same direction. It is a splendid wholesale and commission business that has centered here. It is found that Greensboro was the natural trading center for a vast area of the country.

With its branching lines in Guilford county, controlled by two great railway systems, giving direct competition with New York and New England ports, and radiating in every direction, it is the country as a spider's web, converging from a common center, and carrying in the raw material and taking away the finished product, being in the great consignments of manufactured goods and distributing them throughout the trade, thus tapping the great arteries of traffic and transportation and disseminating the blood of commerce through all the little veins that fertilize the body commercial of this great and growing Piedmont empire, it is little wonder that Greensboro has become a wholesale center of commercial importance.

The events of an epoch will always be found to revolve around one or more prominent personages, from whom go forth the influences that mould and shape the spirit of the times into an image of their own ideas.

In analogous matter, in the business world, the beginning of institutions lies with the men whose thought, energy, and will gave them birth, and so it is with the influences which foster the growth of such institutions, carry them upwards to success and insure their perpetuity.

It may be said that the wholesale trade of this city reveals the characteristics of three men, whose unceasing labors have been given singly yet in harmony toward a common end. They are J. A. Odell, J. W. Scott and Caesar Cone.

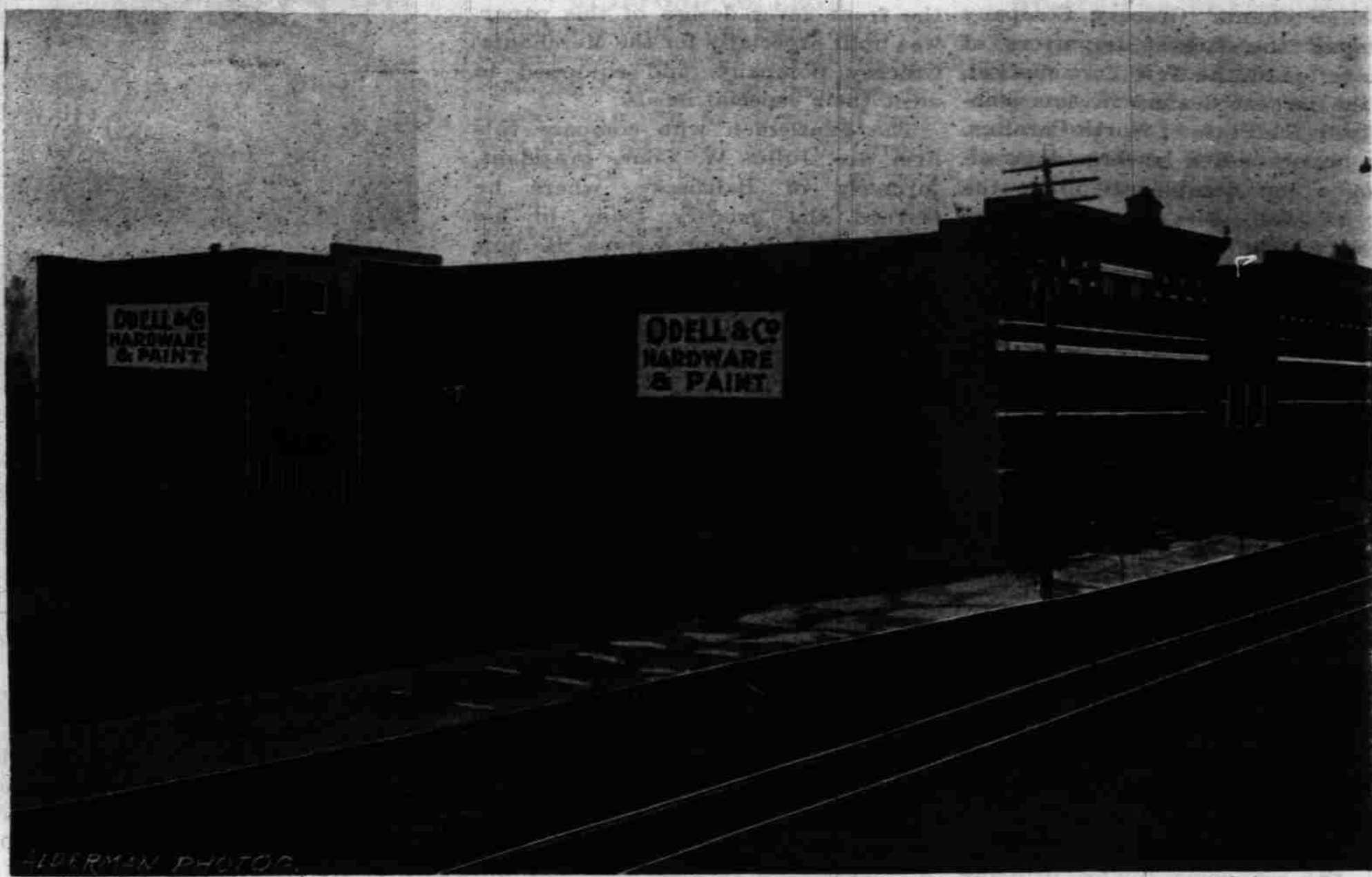
The first of these, a native of Randolph county, came to Greensboro twenty-three years ago and opened a small wholesale and retail dry goods store. Later the business drifted more largely into the wholesale trade, and in 1882 Mr. C. H. Ireland came to open the hardware department, which has since absorbed the whole business. About fourteen years ago Mr. Odell went to Durham and established the Durham Cotton Manufacturing Co., returning two years later to become the president of the Odell Hardware Co., which from its inception to the present day has borne his name.

With rapid strides the business sprang into prominence with the buying public, broadening its scope from year to year until from a beginning of a \$10,000 trade during the first year, it has grown in volume to \$350,000 annually, with forty-three house employees, nine traveling salesmen, a stock of \$140,000 and store-rooms covering fifty thousand square feet of floor space.

J. W. Scott, a native of Guilford county, opened a small grocery store here in 1871. The business grew as did the patronage of the public. Soon a small jobbing trade was begun, but this was superseded by a wholesale business. The wholesale business grew, and a line of dry goods and notions was added. The name of J. W. Scott has been disseminated with his goods throughout nine States, and yet not a traveling salesman is employed. The terms are "cash" and a catalogue known everywhere as "Scott's Commercial Traveler" tells the story.

The last of the above-named men, and doubtless the most important single factor in the material growth of Greensboro is Caesar Cone. The efforts of Mr. Cone have been supplemented by his brother Moses H., both of whom have thrown their lot with Greensboro, and by indomitable courage, a large capital, and a wide influence among men of means whose confidence is reposed in their ability and integrity have hewn the way for industrial development in a measure that is little short of phenomenal.

Following the Finishing mill and the Cotton Mills, employing about 1500 men, came the Cone Export and Commission Company, handling annually about \$5,000,000, and the United States of its kind in the United States, the Merchants' Grocery Company, with an annual business of half a million dollars; the Simpson-Shields Shoe Company, with a trade of over \$300,000 per year, and the Hague-McCorkle Dry Goods Company, which has just been established with an enormous stock. These sub-



Odell Hardware Company

WHOLESALE DEALERS AND JOBBERS IN HARDWARE, CUTLERY, MILL SUPPLIES, BUILDING MATERIALS, HOUSE FURNISHINGS, PLUMBERS' SUPPLIES, FARMING IMPLEMENTS, ETC.

HISTORY.

In 1872, Mr. J. A. Odell established a wholesale and retail dry goods and notion business in Greensboro, then little more than a village.

A few years later a hardware department was added, of which Mr. Charles H. Ireland, of Lynchburg, became manager.

In 1883 Mr. Odell retired from active connection with the business, in order that he might devote his attention exclusively to cotton manufacturing. The dry goods business was discontinued, and the present company succeeded to the hardware business, under the management of Mr. Charles H. Ireland.

In 1886, after having established one of the most successful cotton factories in the State, Mr. Odell resumed his connection with the business, becoming its president.

BUILDINGS.

From the first the company has owned its real estate, and has made various additions and improvements, in order to meet the constantly increasing requirements. Beginning with a building 25x80 feet, containing two stories and basement, together with a small wooden warehouse, the present plant consists of a commodious store building, 50x137 feet, three stories and full basement, with a four story brick warehouse, one of the best in the South—60x120 feet. Yet the buildings are taxed to the utmost to accommodate the immense stock carried.

stantial enterprises all came to Greensboro through the influence and also responsible for the establishment in Greensboro of the Revolution mills, a company with a capital of \$1,000,000 for the manufacture of canton flannels, the first and only concern of its kind in the Southern States.

The Hunter Manufacturing Company, until recently called the Hunter Manufacturing and Commission Company, is known throughout the South and West as an important concern handling the products of Southern mills. This business has recently taken on the manufacture of pants, shirts and overalls, and a three-story building 50x100 feet has recently been fitted with every modern appliance for the manufacture of these goods.

Greensboro is not a jobbing point in the usual acceptance of the term. The wholesale merchants of the city have steadfastly avoided that method in the transaction of their business, and the buyers throughout all the States tributary to this Piedmont railroad center have come to know that advantages are offered here surpassing anything heretofore seen in all this section.

Among others that contribute in no small measure to the commercial success of Greensboro as a wholesale center are as follows:

- The L. Richardson Drug Co., Wholesale Drugs.
  - J. W. Jones & Co., Wholesale Grocers.
  - John J. Phoenix, Wholesale Produce.
  - J. L. Keeling, Wholesale Grocer.
  - W. F. Clegg & Bro., Wholesale Produce.
  - John Barker, Wholesale Liquors.
- There are also numerous tobacco brokers and leaf warehouses, handling an aggregate of about five million pounds per year. G. C.

JOBGING BUSINESS.

This company is the pioneer in the aggressive jobbing business in Greensboro. New lines have been added from time to time, and the force of traveling salesmen increased, in order to aid in the distribution of the immense stock.

DEPARTMENTS.

GENERAL HARDWARE.

In this department are included, not only every kind of heavy and shelf hardware, but guns, ammunition, paints, oils, varnishes, tinware, wood-ware, house furnishings, stoves, ranges, etc.

PLUMBING DEPARTMENT.

A study has been made of the plumbing business, and the result is a very handsome line of bath tubs, lavatories, closets, gas fixtures, as well as pipe fittings, and all the goods necessary for equipping the most elaborate buildings. A handsome catalogue has just been issued, which will be sent to all applicants who are interested. An efficient force is maintained and plumbing outfits are installed in first-class manner. In this department is included also steam, hot water, and hot air heating.

MILL SUPPLIES.

Situated in the midst of the cotton manufacturing industry, certain goods in the supply line had been added from time to time to meet the demand which naturally came. It was finally decided to add a thoroughly equipped supply department, and carry a stock equal to that carried by the exclusive supply houses. Realiz-

ing that this department is a business in itself, it was given no secondary place. Special salesmen were put on the road, to represent this department exclusively, and it has received as careful attention as if it were the only department of the business. The results have justified the wisdom of the policy followed. The sales for 1893 showed an increase of three hundred per cent over those of 1897. Ample space in the commodious warehouse has been devoted to this business. To attempt to enumerate all the articles carried would be useless, but mention might be made of loom reeds, strapping and harness, steam gauges and valves, special bolts, machinery parts pickers, picker leather and picker sticks, sheet picking, roller covering, mineral wool, asbestos, pipe covering, oil separators, saw mills, engines, boilers, cotton and linen hose, heddles steam traps, and, in fact, almost any kind of machinery appliances used in the manufacture of cotton, woolen, or leather goods, and in lumber and wood working mills.

The remarkable growth of the business of this department may seem to be phenomenal, but it is not, but the natural result of the increase in the manufacturing interests of the State, and of the attention given to this department by the management.

A specialty is made of belting, leather and rubber, and the famous Canvas Stitched Belting. This company has the agency for Alexander Brothers' Leather Belting, considered by many the best on the market. They have had great success with the Combination Dye House Belting, for which there is a growing demand.

Mr. W. T. Powe, who is at the head of the department, knows the business in every detail.

AGRICULTURAL IMPLEMENTS.

A full and extensive line is carried. Everything that the farmer needs can be supplied. This company is the exclusive selling agent for the Globe Cultivator, invented by a citizen of Guilford county, and made near Greensboro. It has been handled with great success, large numbers having been sold.

They are just preparing to put on the market a cotton plow of an entirely new pattern, which bids fair to revolutionize the cotton planting industry of the South. It has been fairly tested, and it has been shown that the cost of production is reduced perhaps one-half. Four-and-a-half-cent cotton, while it seems very bad, may seem better when the cost of production has been reduced by the use of this new implement.

MANTELS, GRATES AND TILES.

MANTELS.—Thirty-five different designs in oak, cherry and sycamore. Every one fully warranted so far as workmanship and quality are concerned; a few special numbers surpass all others in style and finish:

No. 87.—Quartered oak, highly polished—a beauty—and captivates everybody. Further information can be secured by calling at the store and examining for yourself.

You will also see another great seller.

No. 222.—With either square or oval French mirror, turned colonial columns, hand carved, quartered and polished.

GRATES.—Three lines of the best and most artistic made are carried. RADIANT grates are not only the best, but the most attractive ever brought to this market; design and finish selected with a view to blending with your hardware.

TILING.—A complete line of glazed and unglazed tile hearths and facings; designs and colors to suit the taste of everyone always in stock.

It will be to your interest to examine entire line of builders' hardware carried by the Odell Hardware Company before you buy, as they have studied your wants and are prepared to supply them.

MISCELLANEOUS.

The preceding are some of the leading departments but there are others where you can find dairy fixtures,

sporting goods, farm and school bells, carriage hardware and materials, saddlery hardware, bar iron, steel, bolts, nuts, mechanics' tools, cutlery, leads, leather for saddlers or shoemakers, terra cotta and iron pipe, grindstones, chains, harness, saddles, whips, sponges, and hundreds of articles in daily use on the farm, in the household, factory, workshop and warehouse.

THE SHOW ROOM.

The first floor fronting on Elm street is used for a show and sales room. It is of generous proportions and in the arrangement of the heterogeneous stock due regard is paid to the principles of order and good taste.

This salesroom is in itself a trade bazaar where are shown and sold the product of the skill of the American mechanic side by side with wares from over the seas, wares of ponderous proportions, tools of intricate construction, the hammer and saw, surveyors' and mathematical instruments, articles wrought in iron, wood, brass and steel, raw material destined to become under the skilled manipulation of the mechanic articles which contribute to the uses or wants of men.

GROWTH.

The growth of this business has not been the "mushroom" order but has been the solid natural growth caused by the demands occasioned by the prosperity of the people of this section and the ability of the Odell Hardware Company to supply this demand. But this growth has been largely fostered as it is in the soil of public confidence which has been tilled by this company for a quarter of a century. The Odell Hardware Company has imparted some of its vigor to other concerns and has been an important factor in making Greensboro the trading center of the State where not alone trade the merchants of North Carolina but those of other States.

OFFICERS OF THE COMPANY.

J. A. Odell, president; Charles H. Ireland, treasurer and general manager; J. Norman Wills, secretary.

VIEW OF RETAIL DEPARTMENT.

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THAD. C. McCORKLE, President.

M. L. SHIELDS, Vice President.

WILLIAM H. HAGUE, Sec'y and Treas.

THE HAGUE-McCORKLE DRY GOODS COMPANY, IMPORTERS AND WHOLESALEERS OF DRY GOODS AND NOTIONS.

OPENED FOR BUSINESS, MARCH 1, 1899.

NEW GOODS. LARGE STOCK. MODERN METHODS.

WE CAN SAVE YOU MONEY.

VISITORS TO THE CITY ARE INVITED TO CALL AND INSPECT OUR STOCK.