

CAROLINAS EXPOSITION

CHARLOTTE, SEPTEMBER 22nd---OCTOBER 4th

Over 3,000 Made-In Carolina Products Assembled Under One Mammoth Roof

The Carolinas Exposition opens for its fourth consecutive year in Charlotte, September 22, closing October 4.

In these four years the Exposition has risen to a place of national character. It is the Show Window of the Carolinas, the two industrial empires of the South, fast leading all other States in roads, schools and diversity of manufactures.

Come and see what we are doing in the way of manufacturing.

See more than 3,000 Carolina made articles on display, that mean millions of dollars in payrolls annually to Carolina people.

Witness the sham battle, see the parade, hear the wonder-

ful music in the auditorium twice daily, meet the World War boys when they gather for their reunion, and help all the Carolinas to celebrate their growth in industry and art.

See the wonderful automatic looms in operation, turning out the finest fabrics, and get a vision of the Carolinas as they will be a few years hence, and as they are now.

Bring the wife and daughter. Give them a chance to see what is made here for their comfort and pleasure.

Bring the children, so that they may grow up with greater pride in their States.

You will be most welcome—twelve full days of entertainment and education, of fun and frolic, of patriotic pride.

The Music

From the first it has been insisted that the musical programs presented at the Exposition must be of the same high character as the rest of the show.

And so, each year only artists of unquestioned standard and artistic merit have been presented.

This season the programs will, it is believed, be even more popular and attention-compelling than ever before.

The programs, while of the usual artistic standard, will have perhaps a more universal appeal, as no effort or expense has been spared to present numbers that will delight music lovers of all classes.

Two concerts will be given daily, one at 3:30 and the other at 8:30 at night, in the Exposition Music Hall, which seats 2,700. There is no extra charge for admission to the concert hall, and it is believed that anyone leafing through this program and noting the wonderful numbers that will be presented, cannot fail to realize that each evening's entertainment is worth several times the amount of the small admission charged to the Exposition.

Purposes of the Exposition

Fifty years ago there wasn't a solvent bank in North Carolina. Fifty years ago there were less than six cotton mills in the Carolinas and these were small.

On the ashes of Civil War conflagration, sturdy sons of the two States began with crude tools and little money but with a faith—a vision and a determination unequalled—to erect a foundation for a great industrial structure. They dammed up small streams and erected thereon crude mills and shops. They toiled by day and walked long miles to market their products.

In those days North Carolina was pointed out as the most illiterate State in the Union, save New Mexico.

Today North Carolina holds the proud distinction of having a wider diversity of manufacture than any State in the Union. She pays more revenue to the Government than 44 out of the 48 States. Her six thousand factories turn out products each year worth one billion dollars. She ranks ahead of all textile manu-

facturing States, save Massachusetts, and stands next to Michigan in Furniture, while leading the world in her output of mica, towels, tobacco products, denims, damask and many other things. Today one million white citizens of North Carolina alone are directly dependent upon her factories for a livelihood, while Carolina products are carried over the seven seas to all lands and all climes.

Out of the wilderness of poverty—away from the shadow of despair, into the bright light of an almost unequalled prosperity! That is the story the Carolinas Exposition was created to tell to the world.

The Exposition has but one purpose—to draw attention to this story of romance in business; to picture this triumph over obstacles which would have swamped men of fainter hearts.

The Exposition has made good from the start and is growing each year in prestige and influence. Its charter provides that no stockholder or officer can ever draw a penny out. It is a public institution—to promote Carolina industries.

Veterans' Day, Thursday, September 25th

The parade that will be staged in connection with Veterans' Day is expected to rival anything of the sort ever attempted in the Carolinas. The parade will pass in review of General John A. LeJuene. Battle of Chateau Thierry in real action—two brass bands—other military features.

Textile Diversification

Thousands of Cotton Mill Executives and operatives are expected to witness the daily demonstration of looms in motion. Practical evidence will be presented that the Carolinas are today manufacturing many of the finer weaves in cotton and silks, and that Carolina mills and operators are capable of manufacturing products to compete in every dress goods market of the world.

M. D. C. Crawford, research editor of the Fairchild Publications, a world-wide authority on textiles, will exhibit his priceless collection of cotton goods, many pieces dating back to the period of the Pharaoh.

Only once has this international collection ever been shown to the American people—at Boston—where it drew 100,000 people from all over the country.

Museum and other specimens of the ancient weaver's art will be on exhibition. Speakers of national reputation in cotton, woolen and silk goods will be feature of the week's program.

Blankets, rugs, carpets, towels, sheetings, artcloth, silk, tapestries, velours, ginghams, knit goods and other dress fabrics will be manufactured before the eyes of the public in the Textile Section.

Crompton-Knowles Loom Works will have ten looms in operation, so will the Stafford Company of Readville, Mass., Bahnsen Humidifiers will be in motion, accessories to the manufacturers of the higher price goods will be shown in operation.

Erlanger Mills, makers of the famous B. V. D., will have a large moving display, so will Iceomlee Cotton Mills, Southern Spindle & Flyer Company, and various others.

This will be the greatest exhibition of textiles open both to the mill man and the general public ever put on in the Southeast.

**Business Men, Manufacturers, Educators, Statesmen, Commend
This Exposition of Carolina Supremacy**

**THE GREATEST EXPOSITION YET --- COME BRING ALL
YOUR FAMILY --- SEE YOUR STATE!**