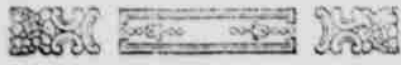


Bird's eye view of the Bear Skin Cotton Mills settlement showing the attractive, modern homes that are furnished their employees.



Twelve months ago when the war was in progress, when labor was scarce and high, and when conditions were so uncertain, it took nerve to launch a new cotton mill, even though the textile industry was earning such enormous profits. The promoters of the Bearskin cotton mill had no idea of the difficulty of their task, for they thought they would be able to move right into the building formerly occupied by the Piedmont Buggy Co. Instead, after placing orders for their machinery, they found that the building would have to be renovated from top to bottom.

The secretary and treasurer, Mr. E. C. Cardon, proceeded to scour the country for labor. Notwithstanding the attractive offers for labor elsewhere, he managed to get an adequate force and work started immediately.

Six months of hard work has changed a bare factory into a home in the total number of cottages in the Bear Skin Mills settlement. The machinery is now in place and the work is well advanced. The factory is a fine example of the theory of light and air circulation through the factory and there is a necessary amount of food stored. The same can be said about the company's lunchroom, which is open to their employees at a small cost per month. They have sewer, water, and light, and are built upon a high plateau, thus insuring the occupants of healthy living conditions.



The Bearskin Cotton Mills. This building was formerly occupied by the Piedmont Buggy Company, and a number of changes have developed this property into one of the most modern mills in the State.



MONROE HAS HAD WONDERFUL RECORD INDUSTRIAL GROWTH

Town Was Founded in 1844 and Through the Years Has Experienced Steady and Substantial Progress

By HENRY BELK in Charlotte Observer.

The history of Monroe since its foundation in 1844 has been a story of steady growth and progress along all lines.

One of the first facts which goes to explain this statement is its location. The city is in the heart of the piedmont section of the state, 576 feet above sea level. It is on the junction of two of the main lines of the Seaboard Air Line railway—between Washington and Birmingham, and between Wilmington and Rutherfordton. Fourteen passenger trains arrive and depart from the station here in the course of 24 hours. One of the largest of the Seaboard's terminal shops is located here and provides employment for about 200 men. Another railroad which will touch Monroe is the proposed Charlotte-Monroe and Columbia road, a link of which has already been built from Jefferson to McFee, S. C., and will probably be completed in the future.

Another fact which accounts for Monroe's growth and progress is the character of the people of the city. They have learned that a man must

paddle his own canoe, but if a city would grow that every citizen must be a blade in the propeller of progress. They are practicing what they have learned. The teacher in this teaching process is the Monroe Chamber of Commerce, one of the largest organizations of its kind in the state with a membership of approximately 300. F. G. Henderson is president of the organization and T. L. Riddle, secretary.

In 1909 the population of Monroe was 2,000. In 1910 it was 4,982. The present population is between 8,000 and 10,000. Four cotton mills, the Jackson, Everett, Leonard and Bearskin, are running full time, and stock has been subscribed and application made for the charter for a textile mill. Other textile enterprises including a \$500,000 zincum mill are now being promoted.

Other manufacturing enterprises of the city are the Monroe Ice & Fuel company, which manufactures ice for local consumption and for nearby towns; J. H. Myers Lumber company, makers of sash, doors, etc., and the Henderson Roller mills. The latter plant has a daily capacity of 10 barrels of flour, 10 tons of feed and 700 bushels of meal. It is one of the best equipped flour and meal mills of the state and draws patronage from the surrounding counties in this state and in South Carolina. During most of the year it runs night and day. New enterprises scheduled to

come to the city in a short time are an overall factory and a fertilizer factory.

The Monroe Hardware company, located here, are the largest jobbers of hardware in the Carolinas, doing an annual business of more than \$1,000,000. This business is capitalized at \$150,000 with James A. Stewart as president and E. C. Carpenter, secretary and treasurer. The firm also does a large retail business.

The department store of W. H. Bell & Bro. occupies a unique place among the department stores of the state in that it is the parent store of the Bell chain. The Messrs. Bell are natives of this county and started their first store here a number of years ago. They have since established stores in more than 20 cities of the Carolinas and Virginia.

The latest arrival in the department store field in the city is a branch of the well-known firm of Eild's. The management of this business recognized the future of Monroe and established a store here several months ago. It was a marked success from the start and a new building beside the present quarters of the store is in course of erection to give large quarters to the business. Other department stores of the city are Lee & Lee company and the Co-Operative Mercantile company.

The wholesale grocery firms, The Heath-Morrow company, J. D. Futch & Sons and the Henderson-Snyder company, are among the largest in their class in the state.

There are four banks in the city and all enjoying a prosperous condition. One of this number last week voted to double its capital stock and surplus and to proceed in the erection of new quarters to cost approximately \$30,000. Another of the banks recently purchased one of the best buildings in the city paying \$25,000 for it. The total resources of the banks of the city at the close of business on June 30 was more than two and one-half million dollars, as is shown in the reports to the N. C. corporation commission. There are two building and loan associations and through them a number of the citizens of the town have erected homes.

Monroe is recognized as one of the insurance centres of the state. During the month of July the Gordon Insurance & Investment company, state agents for the Philadelphia Life Insurance company in the Carolinas, wrote business to the amount of about \$1,500,000. This is a record in the insurance field for the month of July.

The Joffre hotel, shown on the front page of the photo-gravure section today, is one of the finest hotels of the state and is Monroe's pride. It was erected at a cost of approximately \$150,000 and entirely by local capital. It was completed last winter and leased by Messrs. W. E. Hockett and J. P. Saunders of Charlotte, under the firm name of Hotel Joffre, Inc. From the day it was thrown open to the public it made a hit with the traveling public. It is five stories in height and the slogan of the management is "100 rooms of Union county comfort."

As a cotton market it has long been known that the staple sold here brings a higher price than that sold at other points in the state. Cotton from Stanly, Anson, Cabarrus, Mecklenburg, Union and other counties in this state and Lancaster and Ches-

terfield in South Carolina is hauled many miles and sold on the Monroe market. The annual receipts here are around 20,000 bales.

Buildings which will total a cost of \$150,000 are now under way or in contract for them will be let in a short time. They include: A \$70,000 store room on Jefferson street, a \$20,000 bank building on Main street to be joined by buildings for stores costing approximately \$15,000 and \$10,000 each, a \$50,000 high school building in North Monroe, an \$18,000 negro church and a hospital costing around \$15,000.

FINE SYSTEM OF STREETS.

The streets and sidewalks of the city are in keeping with the business of the city. It has been said that Monroe has more miles of paved streets than any city of equal population in North Carolina. These streets were completed in 1917. Miles of cement sidewalks wind their way into the residential districts of the city.

These streets and the city as a whole, are kept in the best of sanitary condition by an efficient street department. Ada Ward, noted English lecturer, who came to Monroe on the chautauqua program the last season, said while here that Monroe was the cleanest town that had visited since her arrival in America. An adequate sewerage system is provided.

Water, noted for its purity and healing qualities, is supplied the city from its artesian wells located in the northwestern part of town. Water from these wells tested by the federal chemist showed a rare degree of purity. The quality of the water coupled with the proper sanitation of the city and its location account for the fact that disease is comparatively unknown.

The main line of the Southern Power company passes near the city and current for commercial and domestic purposes is supplied at a low rate. The town is well lighted with electricity and the "white way," along Main and Franklin streets, shows up well when compared to that of larger cities.

GOOD SCHOOLS.

For years the schools of Monroe have set a high standard as is shown by the fact that the Monroe High School is among the accredited institutions and graduates from it are admitted to the high grade college without examination. Facilities and equipment which will greatly increase the efficiency of the schools are now under way. They include a new and modern high school building and a new brick structure for the graded school in North Monroe.

When Monroe is mentioned in the presence of a stranger to the city he instinctively recalls that that was the name of the place where the world's greatest radio station was to have been located. Yes, that is the name and it is also the place. A site four miles northwest of the city was selected by government engineers as the best location in the United States for the great station, which was all but erected. The proposition to erect the station proceeded to such a stage that bids were asked for the construction work and deeds conveying the site to proper authorities prepared. At the last minute appropriations for the erection of the station which

would have cost around \$7,000,000, were not allowed and it had to be abandoned, due to the uncertainty of financial conditions following the signing of the armistice. At some future time a radio station such as was planned will become a necessity which cannot be dispensed with and when this time come it will probably be constructed on the site four miles from here. Engineers selected this point after they had inspected every site which showed any possibility of the requirements in all parts of the section.

Writing of Monroe and its future in a recent issue of The Monroe Journal, R. F. Beasley, commissioner of public welfare and a native of Monroe, said:

"The great adventure in American life is now community building. This is an old idea but with many new and far-reaching implications. Herefore the idea of the average American town or city was limited too much to mere material undertakings. Now, we are thinking of a broader and more rounded out program of building, embracing not only material but social, cultural and living conditions such as all together contribute to a more rounded out community of happy, prosperous and contented people, conditions based upon the opportunity of good living for all men and women who are willing to contribute their part to the well being of all in proportion to their opportunities and

their obligations. Economists, financiers, business and professional men of the highest standing in the nation are now saying everywhere that communities are to be judged by the degree of progress and happiness and contentment of the average citizen.

"Judged by all the standards that are now being discussed, the present and the future of Monroe can not be exceeded by any town of like size and location that we know of. Monroe sits in the midst of a population of sturdy, industrious and energetic Americans of the best stock. By inheritance and by training we are Americans to the manner born, democratic in every point of life and beyond all measure sound and safe. No town in the United States has a better background to build upon in all the essentials of community building.

"There is a charge upon us to make the most of all these things, to contribute to the continued growth of a community so abundantly supplied with all the opportunities for happy normal American life. At hand there are the means for industrial and community so abundantly supplied with all the opportunities for happy normal American life. At hand there are the means for industrial and commercial expansion too flattering to be neglected. Equally at hand there is the mind and the spirit to achieve this expansion and to convert it into all the finer qualities that call to life and happiness."

Mrs. Farmer
—and—
Mrs. Housewife

For a Short time we will pay \$1.50 per hundred for old rags and clothes. Don't waste. The government wants you to save everything. Also we pay a high price for scrap iron. Before cotton picking time—

HURRY AND BRING YOUR JUNK AND GET THE MONEY

If you bring your old books and magazines at once we can pay you 50 cents per one hundred pounds.

WE ARE OFFERING THESE HIGH PRICES IN ORDER TO FILL SHIPMENTS :: :: ::

If you would take advantage of them you must act now.


Monroe Iron & Metal Co.
NEAR FREIGHT DEPOT

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We will receive three solid car loads fresh Horses and Mules from St. Louis last of this week.

The Sikes Company