

ANNIVERSARY GREETINGS

D. GLENN STROUPE

GENERAL CONTRACTOR

111 Oakdale

Tel. 5-3822

GASTONIA, N. C.

ANNIVERSARY GREETINGS

STOWE MERCANTILE COMPANY

No. 6 North Main Street

Telephone 321

BELMONT, N. C.

ANNIVERSARY GREETINGS

ORANGE CRUSH AND DOUBLE COLA BOTTLING CO.

Telephone 5-1131

GASTONIA, N. C.

ANNIVERSARY GREETINGS

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McAdenville—Eagle Mill—Belmont—E. Belmont

North Belmont — Mt. Holly

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GASTONIA, N. C.

Anniversary Greetings

J. R. KAYLOR

GENERAL CONTRACTOR

ROUTE NO. 1

Gastonia, N. C.

Newspaper Ads A Century Ago

By ROBERT H. BARTHOLOMEW

Chapel Hill.—Many of the present-day newspaper readers get as much pleasure from reading the advertisements as they do from the news or sports sections of the papers. If today's readers had a chance to read the advertisements that ran in the North Carolina newspapers of a century ago, they would find them not only amusing but highly educational.

Newspaper advertising not only shows what people want to buy and sell but it gives a clear picture of the general economic and social conditions of the period.

A survey made of several North Carolina papers, dated 1849, shows that the advertising profession has made great progress from a technical standpoint and that the advertisers of today have also changed their products and services as well as the method of offering them to the public.

No Full-Page Spreads

The first thing that one notices about the advertising of a century ago is that there are no full-page spreads. Most ads are confined to a column and are from two to three inches deep. A two-column ad 10 inches deep was rarely ever found, but a few patent medicine firms did use this much space.

Practically all advertisements were set in the same size type with which the news matter was printed. They generally had a heading with regular news-size type. Photographs were not used but an occasional drawing of a product might be shown.

Many of the ads were for products and services that have been obsolete for years. Some of the papers carried advertising for lotteries, the first prize being \$40,000. Tickets for this lottery sold for \$10.

There were also reward notices for fugitive slaves. Such rewards ranged from \$5 to \$100, depending on the value of the slave.

Steamship Lines

A century ago, steamship lines were operating on the Cape Fear river between Fayetteville and Wilmington. Passage for one way was advertised for \$3 and freight rates also were quoted. There was also a steamship line that was advertising out of Wilmington for passengers for a "direct trip to California."

Several advertisers listed carriages and other types of horse-drawn vehicles. One firm offered a new type shower bath that would wash the body but would not wet the head of the bather. An ice company offered to ship ice from Wilmington to customers along the Cape Fear and pointed out that it would be "carefully packed and promptly forwarded."

Officers of the law also ran ads a century ago. One North Carolina sheriff advertised for an escaped counterfeiter who had been manufacturing North Carolina bank bills. When the counterfeiter es-

caped, he also stole his counterfeit bills back from the sheriff.

Front Page Advertising

Many of the papers carried advertising on the front page which is a custom that is followed today in some parts of the world. The front page of many of the papers were usually divided between advertising matter and news matter.

Good businessmen of a century ago acted just as they do today. When a great crowd of visitors was expected to be in town, they ran ads for the benefit of the visitors. One merchant in Raleigh was looking forward to the meeting of the Legislature and ran the following advertisement:

"Should the gentlemen of the approaching Legislature want any good old Liquors, we will be pleased to furnish them. Jugs, Decanters, and Tumblers also loaned."

Patent medicine advertising took more space in the papers than any other product. Prices on such medicines ranged from 10 cents to \$3 per bottle. These products were supposed to cure anything from an ingrown toenail to the most serious diseases known to the medical profession. Nearly all of them were guaranteed to give satisfaction. One such guarantee ran as follows:

"I will guarantee my medicine to relieve pain in two or three hours and will cure in two or three days. At all druggists, 25 cents a vial."

Prices Were Low

The present high cost of living would make the merchant of a century ago look like a fairy godmother. Flour sold for two cents per pound, lard for seven cents a pound. Twenty-five cents would buy two pounds of bacon, and a dollar would buy 200 pounds of white potatoes. Molasses was 25 cents a gallon, and salt pork went begging at five cents a pound.

The whiskey dealer of a century ago was as active in advertising as he is today. Corn whiskey was advertised at 25 cents a gallon, apple brandy for 35 cents a gallon and peach brandy for 40 cents.

Educational institutes of 1849 also saw the benefits to be had from advertising. Among the many that used the columns of the North Carolina papers was the Catawba Institute. The ads informed the public that the school charged a dollar a month for tuition for students studying the three R's, and up to

\$2.40 a month for those studying Greek and Latin. Parents of prospective students were further assured that "Boarding can be had in respectable families including room rent, candles, washing, and fuel from \$5 to \$6 per month."

The State of North Carolina has made much progress in all fields in the last 100 years. It is easy for any newspaper reader to see that the gentlemen of the press who handle advertising have not been left behind.—Charlotte Observer.

Tobacco Workers Termed a Left Wing Outfit

Washington, May 6.—A government agency said yesterday it is too much to believe a lawyer made two free trips from Washington to North Carolina for a client.

That was a major reason given for a 3 to 2 National Labor Relations board decision that a left-wing CIO union was trying to evade the non-communist affidavit requirement to win bargaining rights for 1,225 Greensboro, N. C., tobacco drying workers.

The majority held the newly formed United Tobacco Workers was only a "front" for the left-wing CIO food, tobacco and agricultural workers union in organizing efforts at the R. J. Reynolds Tobacco company.

Officers of the new union had filed the non-communist oaths required for access to NLRB procedures while officers of the latter group had refused to file them. The Food and Tobacco Workers union is headed by Donald Henderson, who has just returned from a Communist sponsored "peace" conference in Paris.

Part of the testimony in the case was that the United Tobacco workers was without funds yet obtained services of a Washington lawyer for two proceedings in North Carolina.

PAID HOLIDAYS are becoming..... New York City.—The National Industrial Conference Board found in a survey that in 1936 fewer than 10 per cent of the companies checked were paying hourly rated employes for one or more unworked holidays, but in 1948, 76.6 per cent of the firms allowed this practice.

ANNIVERSARY GREETINGS

MILL AND MARINE ELECTRIC, INC.

ELECTRICAL CONTRACTORS

WIRING — LIGHTING — REPAIRING

137 So. Marietta

Telephone 5-1311

GASTONIA, N. C.

Anniversary Greetings

P. T. Withers

GENERAL CONTRACTOR

Gastonia, N. C.

Anniversary Greetings

Carter Traveler Co.

DIVISION OF  
A. B. CARTER, INC.

Gastonia, N. C.

Anniversary Greetings



GROGERS BAKING COMPANY

Gastonia, N. C.

JENKINS METAL SHOP

Cotton Mill Sheet Metal Work

Established 1912

GASTONIA, N. C.

Manufacturers of

SPINNING CYLINDERS & CARD SCREENS

All Sizes and Makes of Picker Screens

Carried in Stock for Immediate Shipment

Prompt Rebuilding Service — Dynamic Balancing

Write Today for New Service Folder

Anniversary Greetings

J. E. SIRRINE CO.

Engineers

Greenville, S. C.