

ANNUAL ADDRESS OF PRESIDENT J. R. JOYCE

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operations being conducted on the practical farm, purchased by a former director and strong supporter of the Association, Mr. T. Jefferson Penn, and turned over to the Association by him with the object of giving practical demonstration to farming methods being advocated through the press.

Three brood sows of good pedigree and also a pedigreed male have been purchased, and it is the intention to demonstrate at this point the raising of pork upon green food, with a minimum of dry grain, and at low cost.

But probably the most effective work and one that will have the most far reaching and beneficial effects on agriculture in our county, was accomplished when upwards of one hundred and fifty acres of our chocolate and gray loam lands at various points throughout the county were laid down in alfalfa during the month of September.

The successful picnic and barbecue held under the auspices of the Association in 1915, was duplicated on August 23rd last, and was an occasion of real pleasure. While I am heartily in favor of anything that will tend to convey to our friends throughout the county a realization of our unselfish interest in their welfare, I cannot help venturing the opinion that something of a more educational character, combining the spirit of hospitality together with one of real progress and advancement, would prove more attractive to the farmers of our county and their families, and assist in bringing to pass what we all have at heart, namely the greatest good to the greatest number of our citizens.

Immediately following our annual meeting last year, the Association tendered to its members a banquet which took place on February 22nd, and proved to be an occasion that will not soon be obliterated from the memory of those who participated in its enjoyment.

In the early part of the year some interest was manifested in a proposition for the development of a hotel structure for Reidsville that would be more in keeping with our splendid citizenship, and assist in the development, not only of our town, but also of our county, by bringing to it many who are debarred from that pleasure because of insufficient accommodation, and the lack of a hotel supplying the comforts and conveniences demanded by many people of this day.

of a suitable hotel, that will prove more representative of our citizenship is most pressing and I recommend this matter to the consideration of our new board of directors.

Several efforts were made in the early spring to interest the merchants of Reidsville in an organization, having for its purpose the building up a buy at home organization, and the general improvement of business conditions in Reidsville.

Considerable publicity was given to this feature through The Review, in an effort to awake a good healthy public spirit, but for lack of interest and cooperation on the part of those most interested, the movement failed of success.

Feeling that the development of the social side of our natures ought to run concurrently with that of an industrial character, the Association inaugurated a series of monthly At Homes, which were maintained throughout the summer in the auditorium and until cold weather, and inability to heat the room, caused their discontinuance.

That a larger measure of development of this character in our town cannot be referred to with satisfaction at this time is in no manner due to lack of activity on the part of your Association, or its directorate. We have cause, in the acquisition of additional industrial development on the part of our good friends, the American Tobacco Company, for real congratulation—the extent of which has hardly yet been borne in upon our people, and were your Association unable to point to any other development during the year that has passed into history, there would be more than enough reason for the generation of a hearty spirit of optimism in the location of a factory of the character of the Cigarette Factory of the American Tobacco Company.

The proceedings leading up to the decision of this company to select Reidsville as the point for this development, were conducted through the officers of a friend in the person of Mr. C. A. Penn, who thereby proved his friendship, at one and the same time, for the company whom he has the honor to represent, and the town that is so proud to claim him for a citizen, negotiations proceeded in a most smooth and satisfactory manner between your directorate and Mr. Penn, who is Vice-President of his company; the necessary guarantees were freely conceded by your directors (no financial obligation, or exacting being involved.)

While the number of hands at present work is small, it is the purpose of the company to increase this number conservatively until an organization has been built up with a capacity of ten million cigarettes daily. That this will be the successfully accomplished may be regarded as a foregone conclusion. The maximum to be employed in this plant will reach 800 hands, and a payroll will consequently be distributed in Reidsville aggregating some seven or eight thousand dollars per week.

As an auxiliary to this development to provide the necessary housing facilities for a larger population, there was developed through this Association a company—the Fidelity Investment Company—and this company is now incorporated and doing business in Reidsville. In addition to this step to cooperate with other interests working for the benefit of our town, private individuals have guaranteed the erection of 57 dwellings, and some of these are already under construction, and no misgivings may be felt as to complete housing facilities for whatever help may come to Reidsville to obtain work in this plant. Suitable boarding accommodation also has been provided by a public spirited citizen in Dr. J. H. Thacker.

Early in May the Association developed that Messrs. A. V. Victorious & Co., of 87 Leonard Street New York were desirous of organizing a knitting mill in the South. Communication was had with this firm, and negotiations begun, resulting in bringing Mr. A. V. Victorious to Reidsville on several occasions; the subscription of \$16,500 to take care of the preferred stock in a \$50,000 corporation, by our citizens; the gift of a free site by Mr. James A. Walker and the clearing away apparently of all obstruction to the realization of the industry by our town.

Upon the architect coming to look over the ground with a view to immediate building operations, it developed that the water main did not go

within 1580 feet of the location, although it appeared to be understood that the water was within a few feet of the site, while negotiations were being conducted. Upon representing the matter to the Town Commissioners the stand was taken by them that inasmuch as the site selected was 100 feet outside the corporate limits, they would not feel justified in making the necessary expenditure of \$2500 to complete the connection and they made counter proposals, which did not prove to be acceptable to the promoters.

While negotiations were proceeding, with a view to satisfying all interests involve the town of Pulaski, Va., made the promoters a very attractive proposition, with the result that he deal fell through, the mill going to Pulaski, where it is now in full operation.

This failure to secure the first industry sought after by our Association was the cause of much heartburnings, and was most bitterly felt by our secretary who had labored faithfully for months on the proposition.

The time has arrived now when such auxiliary development would be most opportune for our town, as it would afford work which cannot, because of lack of special qualifications obtain employment in the cigarette factory. A development to take care of the surplus labor coming to Reidsville will be most necessary in the immediate future.

Town Improvement

Through the efforts of our Association there has been effected in Reidsville an improvement that, without doubt, must be the cause of self gratulation to every citizen participating. I refer to the three miles of asphalt paving now being completed. There is additional cause for congratulation in the fact that contracts made by the company in other towns for similar paving, since the Reidsville contract was signed, have been based on a price of about 30c per yard in advance of that obtained here.

The original contract made for our streets was a blanket one, with a provision for scaling the price down to a minimum of \$1.40 contingent upon a certain number of yards paved. I believe the provision has been met, and we secure the advantage of the minimum price. I hope that, before the contractors wind up their operations, every available street in our town will be covered with a handsome coat of asphalt, and that the mud scourge, from which we have suffered so long will be relegated to a memory of the past.

Publicity

While the handicap of keen financing prevented that measure of publicity to which our town and county are strictly entitled by their natural and other advantages, still a great deal of adventitious advertising has been secured, with little or no cost, and Reidsville is better known today to the outside world than ever before. Our Association has manifested an interest in the preservation of our natural resources, particularly our forests in the western part of the State, and their relation to recent floods that so seriously affected a large area of our commonwealth, and we have not hesitated to express an opinion on the denudation of our forest lands as a contributory to the increase of danger in natural phenomena.

The unfair retention of our National Guard on the border has also been the subject of considerable correspondence and has brought Reidsville into the limelight as a champion of fair play and the further thrashing of this question is liable to bring additional honors to the Association and good to those most intimately concerned. Your secretary has also contributed to monthly and weekly magazines articles that have drawn public attention to Reidsville and Rockingham County, while many of his comments upon current events in The Reidsville Review, have been endorsed and copied by leading and influential newspapers. Hundreds of booklets have been distributed broadcast during the past year, and the envelope in use by the Association has been commented upon more than once by correspondents—indeed I know of no better advertisement regarded with a view to economy as well as utility, than the adoption of his envelope, with small changes, by our business houses. There is one phase of advertising—the continued reiteration of undeniable facts—that never fails to secure results.

Good Roads

Your Good Roads Committee has done splendid work during the year that is gone. Upon the completion of the sandclay road through Williamsburg Township, it took up the matter of the connecting link between its terminus and the Caswell County line, and secured signatures to a petition with a guarantee of 450 days work of men and teams, and free topsoil, and rights of way, for the purpose of meeting our good friends of Caswell County. This stretch is now in process of construction, and I believe it will be a great stimulus to good roads in Caswell County. In all this good work the committee has had the faithful, untiring and energetic assistance of our secretary. The committee also interested itself in the Greensboro thor-

oughfare, and obtained some assistance from the county commissioners calculated to render that road more passable, and all this work has had a stimulating effect through the county and will bring a reward in time.

Gentlemen, while we have much to look backward upon with regret, we have still a great deal that we can recall with satisfaction. There is a growing inclination on the part of the landholders of our county to depart from the single crop system, and a keener desire for information upon crop rotation, and restoration of abused soils. There never existed a better opportunity to press home, by precept and example, the folly of abandonment to the single crop system than the present, and I am more convinced than ever before that in the adoption of a wise system of diversification lies the road to wealth and happiness in Rockingham County. I hope your Association will continue its unselfish efforts to benefit not one township or one town or village, but every section of the dear old county of which we are all so proud, and I sincerely recommend to you a steadfast adherence to the principles upon which your Association is founded keeping ever before you the promise that "he who endures to the end shall be saved". No great movement was ever carried to successful issue without difficulties and disappointments, which in the last analysis but sweeten the fruits of labor. I do not know a body of men who are dominated by less selfish motives than are the members of your Association, and I am proud, to be permitted to contribute my small quota of work and financial aid to the furtherance of the splendid objects we have in view. We have now reached a crucial period in the history of our organization, having successfully weathered the storms and difficulties of its first two years of existence, but I am convinced that with a continuance of that loyal support and consistent persistence in working along our present lines, results of a nature that will be most eminently satisfactory to every member of our organization will be achieved. You have before you tonight the task of selecting men from your number who shall guide the destinies of the Association through its most critical year—the third of its existence; I sincerely hope that your selection shall be made with wisdom, and that your new president will, at the close of 1917, feel as grateful to his directorate as I do after completing my term of office.

I cannot close my address without referring to two agencies that have contributed largely to the success undoubtedly attending our operations as an organization for the upbuilding of our town and county during the past year. You will doubtless recognize these two agencies before I mention them, but mention them I must, and that in terms of the heartiest enthusiasm—The Reidsville Review, and the Secretary. Separate and apart they would have proven invaluable aids to our Association, working as units, but when combined and working together with a whole-hearted desire for the attainment of those splendid results we all yearn for they have accomplished results that call for my most emphatic acknowledgment. I unhesitatingly say that whatever good has been accomplished, and whatever progress has been made, has been due largely to our secretary and he has been splendidly supported by the quick and willing cooperation of The Reidsville Review whose space has been generously contributed free of all charge for the dissemination of Association items, and articles from the pen of our secretary treating matters relating to the improvement of conditions in every phase of life in our community. I congratulate our Association upon the splendid service it has always been able, during the past year, to count upon from this source in its campaign for improved farming methods in Rockingham County, and I am encouraged—and I am sure our Association will feel greatly encouraged in the prosecution of this splendid and unselfish labor, by the magnificent utterances of the Chief Executive of our State, whose remarks at his inaugural proved a practical endorsement of what our Association has been doing, and what I most earnestly hope, it will continue to do along this line in the future.

I extend to you, gentlemen, who have supported me by your advice and assistance in some trying situations, my heartfelt thanks for your close and earnest cooperation, and I most sincerely hope that your new board will enter upon its duties with that deep sense of the possibilities of our Association, without which no great or lasting good can be accomplished.

Respectfully submitted, J. R. JOYCE President

January 12th, 1917.

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Don't take internal medicines or habit-forming drugs for these troubles. Vick's "Vap-O-Rub" Salve is applied externally and relieves by inhalation as a vapor and by absorption through the skin. For Asthma and Hay Fever, melt a little Vick's in a spoon and inhale the vapors, also rub well over the spinal column to relax the nervous tension. 25c, 50c, or \$1.00.

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