

NEWBERRY--A CITY OF COTTON

Twenty-five Thousand Bales Marketed This Season

HOME CONSUMPTION EXCEEDS THAT NUMBER

A Pioneer in Manufacturing the Fleecy Staple in the Sunny South.

Modern Merchandising Methods

Sketches of the Enterprises and Men Who Are Making the City a Greater Newberry and the Best Business Point in the State.

Newberry, the county seat of Newberry county, is situated on the Columbia and Greenville branch of the Southern railway and on the Columbia, Newberry and Laurens railroad, 48 miles northwest of Columbia. The temperature is seldom below 20 degrees above zero in winter or over 99 degrees in midsummer, the location and climatic conditions being in consequence health promoting. The farming country surrounding Newberry is easily cultivated and very productive especially for cotton and all the principal cereals, and many of the finest cotton plantations to be found in the

county attain to home ownership, thereby creating a community solidified by individual investment and where personal interest promotes active co-operation in all matters affecting the welfare of the town or its institutions.

As An Industrial Centre.
Newberry has made rapid strides in recent years through the operations of its cotton mills, the first of which—the Newberry Cotton Mill—was built in 1884. In a word, cotton mill operations have built up and these operations have developed until today some of the handsomest cotton fabrics on the market are manufactured in the local mills. Newberry is one of the towns that is increasing constantly the prestige of the New South

which they become identified. Situated in a fertile country, settled by a thrifty and intelligent class of people, law abiding and God-fearing, who largely raise their own supplies, the rapid growth of Newberry in the past few years furnishes no cause for speculation. The natural advantages of country is theirs and with native brawn and talent they are building up their section with marvelous strides. A hospitable people, the stranger within their gates is given a cordial reception and he who settles with them will find that he has cast his lot along pleasant paths.

No better evidence of the material and general prosperity of Newberry can be given than the banking facilities. In nothing has the growth of the town and the prosperity of the county been more clearly shown than in the multiplication of banks.

As a Home Location.
Newberry offers the inducements of splendid climate conditions, there being no extremes of temperature, healthy surroundings, water of crystal purity, and all the municipal advantages of electric illumination, a sewerage system, concrete sidewalks, etc.

Then again, the educational advantages that prevail in Newberry are indeed exceptional. These are maintained by a corps of experienced and efficient educators, who offer to the pupil the advantages of a liberal education from the primary to the collegiate course, the latter being offered at Newberry college.

Newberry's churches represent the leading denominations and are presided over by men of zeal and learning, who preach from their pulpits the truths of Christianity, which are in

ed, with offices for each of its officials. The new postoffice building, now in course of construction, will be one of the handsomest in the country for a city the size of Newberry. It will be completed during the present year and will add much to the attractiveness of the city.

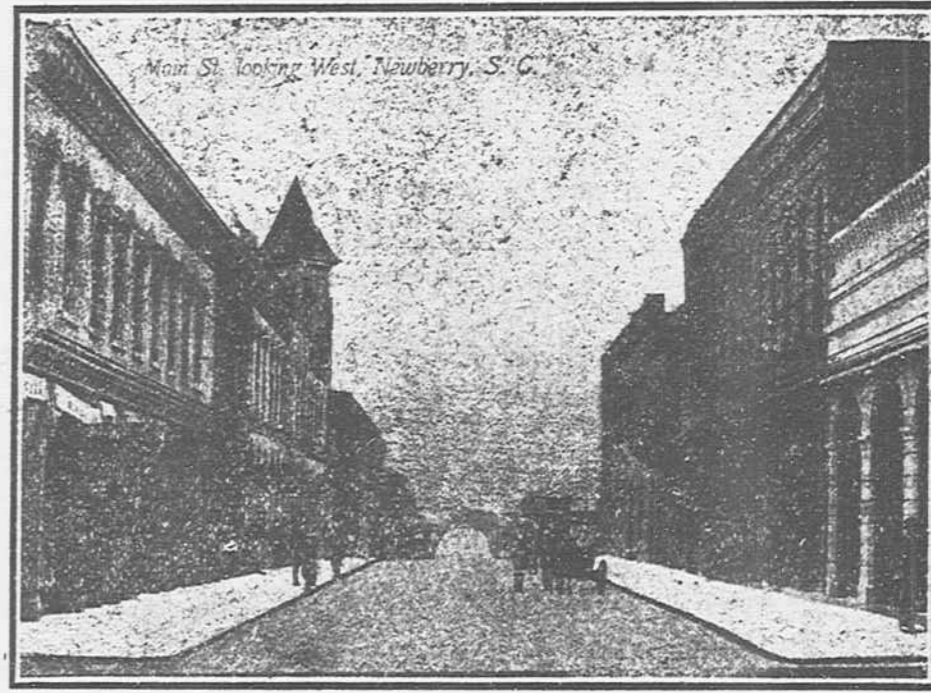
As a Cotton Market.
As a cotton market no town enjoys better selling opportunities, for buyers are kept in constant touch with the export markets by hourly telegraph advices throughout the day and where this advantage prevails the seller is thoroughly protected. During

excels them. There are several wholesale grocery concerns, which makes the town a favorable distributing point for all needs in the food lines. There are some sixty retail concerns engaged in all branches of trade. In their entirety all these establishments maintain the most advantageous buying facilities for the people of the surrounding country, because the stocks abound with standard goods, which are the same in quality and price as in New York, Philadelphia or Chicago, and greater inducements could not be asked, nor are they expected. So there is no need whatever to go elsewhere to secure anything manufactured. Trade at home, avoid the mail order house, for it is equally a costly experience to buy from a picture or be attracted by an alluring description. Keep your money at home, for every dollar that remains in the community has in it a power for local development, and if this dollar be sent away it develops some other community in which Newberry county's people are not at all interested. Remember the

where the lowest prices prevail and ship in car load lots direct from these points. They are, moreover, well known and thoroughly established with the owners of stockyards, and combining this advantage with a thorough knowledge of the need of their patrons, the result is the most favorable to supply local demands. During the spring, fall and winter the local sales stables contain amply variety of quality and price in horses and mules and offerings are made by the owners of these establishments in a manner that is thoroughly reliable both in price and representation. Because of the high plane of legitimacy on which the selling of horses is conducted, farmers come from distant points, for they know they will be protected and their knowledge alone is an inducement worth traveling many miles to secure. In guano, the productions of the best makers of the country are found on sale from the medium to the highest grades adapted to the soil and climate of this section and in buggies and light vehicles to the tastes and demands of patrons in variety of style, design and price to supply these needs promptly and satisfactorily. This feature of magnitude of variety is one of the exceptional advantages of Newberry as a vehicle market for which it is noted all over this section.

Conclusion.
In this Trade and Industrial edition The Herald and News has endeavored to review the present and future advantages of Newberry, and it wishes again to emphasize the fact that there are opportunities here awaiting the manufacturer and the investor in all lines. The people are warm hearted and will gladly welcome all law-abiding strangers who may see fit to drop in on us.

The above recital is the brief story of what is one of the oldest towns in the State. And yet the greatest development is to come, for the surface only has been scratched, for nothing this side of a providential visitation can check its progress up to the point where it will be one of the leading industrial centres of the New South. Following will be found sketches of Newberry's reliable and representative enterprises, of their owners, their methods and excellent stock equipment, and of progressive individuals. No desire has been entertained to overdraw or exaggerate in the preparation of these articles, but on the other hand credit, where credit is due, has been freely and ungrudgingly given.



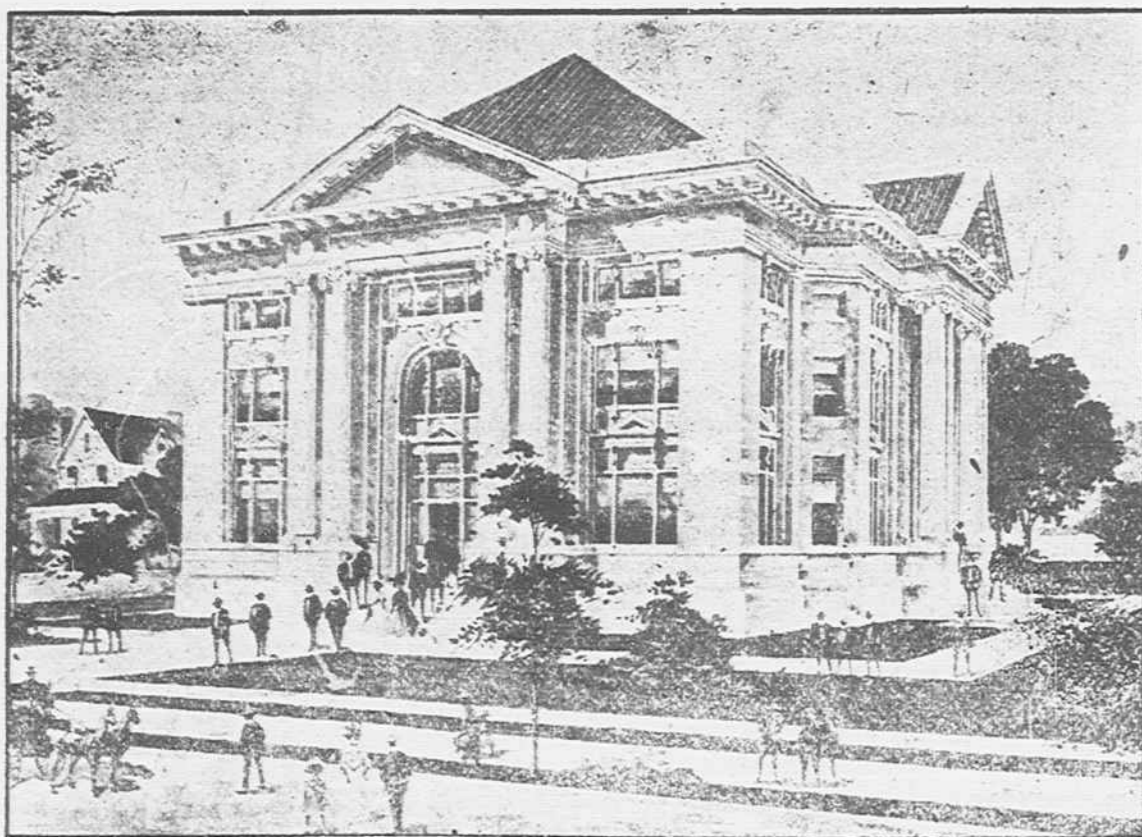
Main Street, Looking West.

the present season to date some twenty-five thousand bales have been sold on the streets of Newberry, and the prices obtained have compared favorably with those obtained on other markets. But even this number of bales is not sufficient to supply the mills in Newberry, one of which has a capacity of eighteen thousand bales annually. As a cotton market Newberry compares with any town in the State or in the entire South.

As a Trade Centre.
Newberry compares favorably with towns of its size and in some respects

oft repeated proverb, "always speak well of our home town and spend your money there." If this is done a Greater Newberry is inevitable, for nothing can withstand effective co-operation, backed up by public spirit, home pride and enterprise.

As a Horse, Vehicle and Guano Market.
No town in this section approaches Newberry's advantages. Especially is this statement true of the buying opportunities maintained for the farmer in securing his requirements in horses and mules. The owners of the local sales stables buy in the markets



The New Court House.

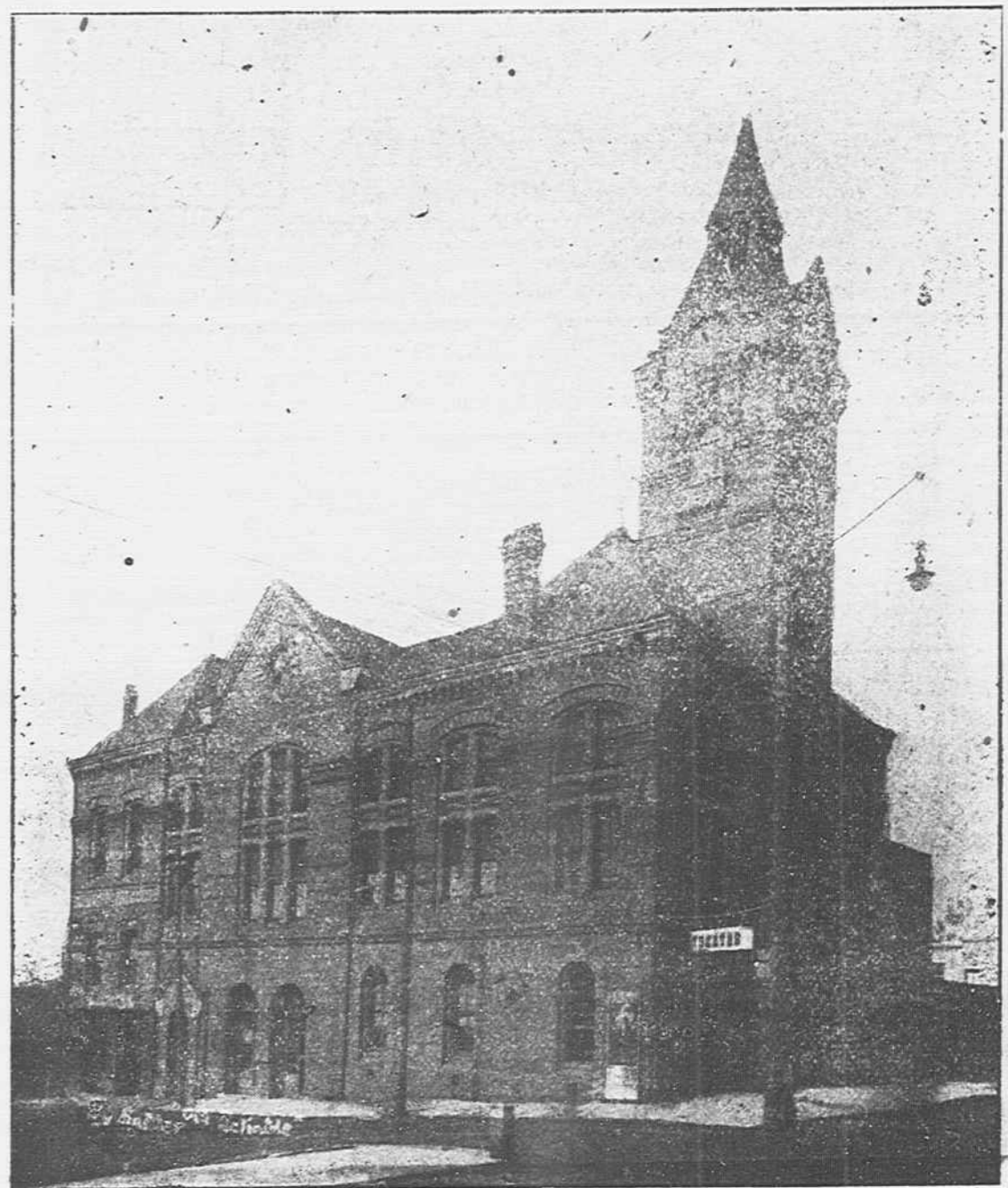
South are located in Newberry county within a few miles of the town. All the natural advantages are present for the home seeker to settle in the community and share in the destined prosperity of this section and which is already present.

Newberry's population, including the suburban mill districts, is today approximately 10,000 inhabitants, so that the town's development has been rapid and along substantial lines, for it was only a few years ago that the number of inhabitants could be written in three figures. This population is made up of the very best class of people that compose the citizenship of the country—that class who are producers, whose industry surrounds them with the advantages of independence and comfort and whose thrift and frugal-

and restoring to her the privileges with which kind nature has so generously endowed her, and with more Newberrys south of Mason's and Dixon's line cotton operations in the North are bound to be in a little while a thing of the past. The mills engaged in the manufacture of cotton products are the Newberry Cotton Mills, the Mollohon and the Oakland Mills. Then there are numerous other manufacturing enterprises. The majority of the business men are progressive. Co-operation can be secured to promote any enterprise of a legitimate character, along industrial lines preferably, for there is plenty of money in the local banks awaiting profitable investment and money owners of such standing and influence as are factors in the success of any undertaking in

the very last analysis the foundation of the very best citizenship. Religious societies connected with the churches and fraternal organizations keep alive the spirit of benevolence and good fellowship which are the characteristic features of Newberry's people.

Public Structures.
Newberry owns its city hall and an opera house with a seating capacity of some eight hundred. The school buildings, of which there are four for white children, compare with any to be found in the State. Of the churches there are many and some of the structures would do credit to cities several times the size of Newberry. The new county court house is one of the finest in South Carolina. Its interior is conveniently arranged and neatly furnish-



Newberry's Opera House and City Hall.