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Cabarrus County's Only Morning Newspaper

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Vol. XXIII

United Press

CONCORD, N. C., SUNDAY, APRIL 12, 1936

United Features

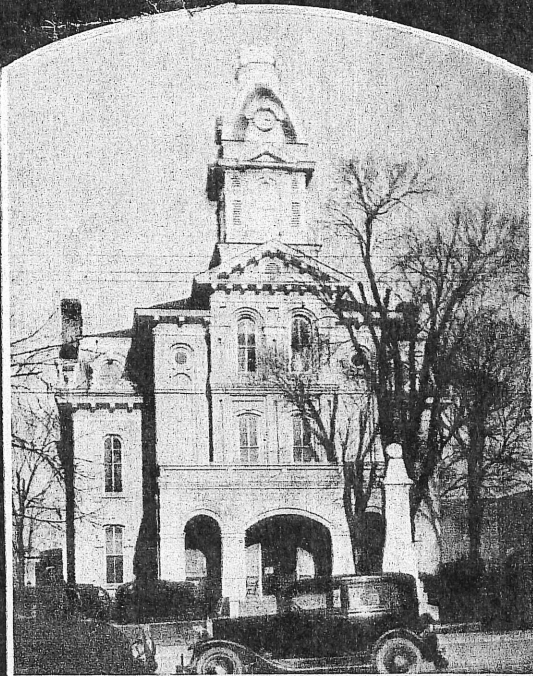
No. 90

Cabarrus County Bids You Welcome

Cabarrus County, of which Concord is the capital and principal city, can rightfully boast its list of varied possessions that are outstanding requisites of the State, characterizing those finer assets responsible for North Carolina's covetable position in the rank of leading American States.

Cabarrus is a county of industry, commerce, agriculture, education, religion, fraternity and a good, substantial and dependable citizenship of civic-minded people.

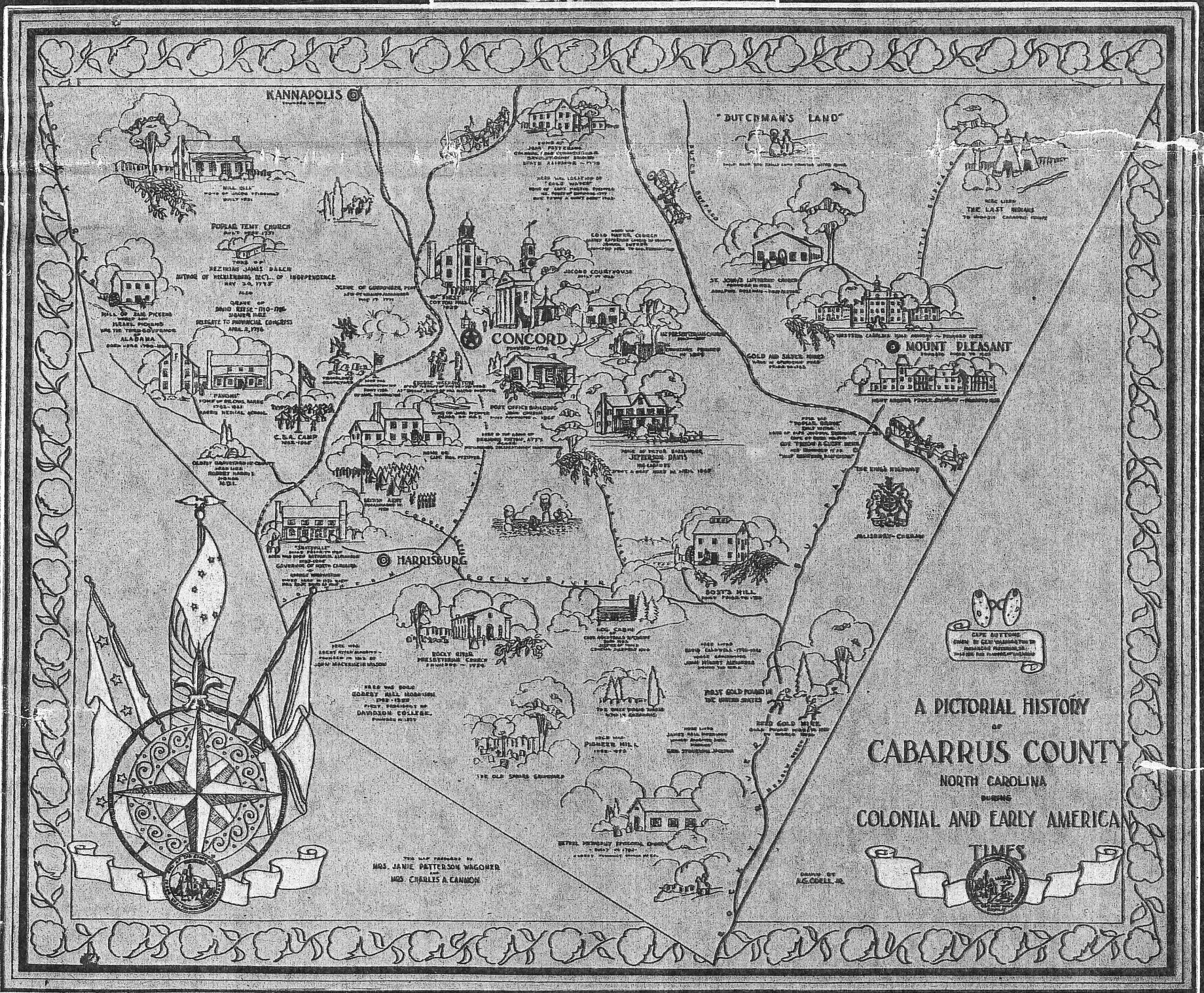
Cabarrus is a county of wealth and distinction intermingled and blended with a harmonious element of a happy, contented and industrious people whose

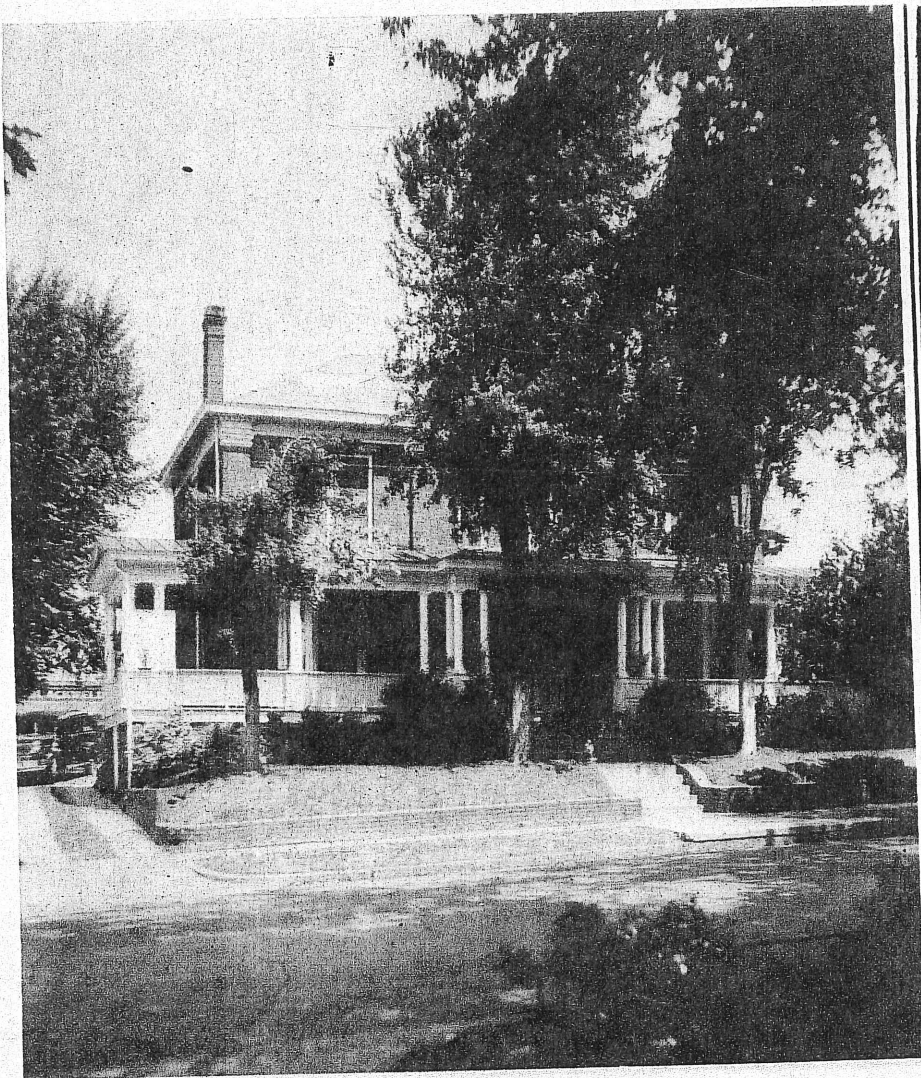


earnings and spending pulsate and enliven every fiber of business life.

Cabarrus County's past success bespeaks its present advantages and heralds its future opportunities. And every door is open and every hand is outstretched to bid welcome to those who would enter its threshold for the purpose of further developing and extending its avenues of usefulness.

Yes, Cabarrus bids you welcome and invites the fullest possible investigation by those contemplating new locations for industrial enterprises, a better agricultural surrounding, or a new home in a community where home is, indeed, a home.





The Modern Funeral Home
—of—
WEDDINGTON AND MITCHELL
22 W. Corbin St. Concord, N. C.
L. A. WEDDINGTON, Pres. N. J. MITCHELL, Secy.-Treas.

Many Housewives in Cabarrus County and this Section

Demand
EVERY-DAY SELF-RISING

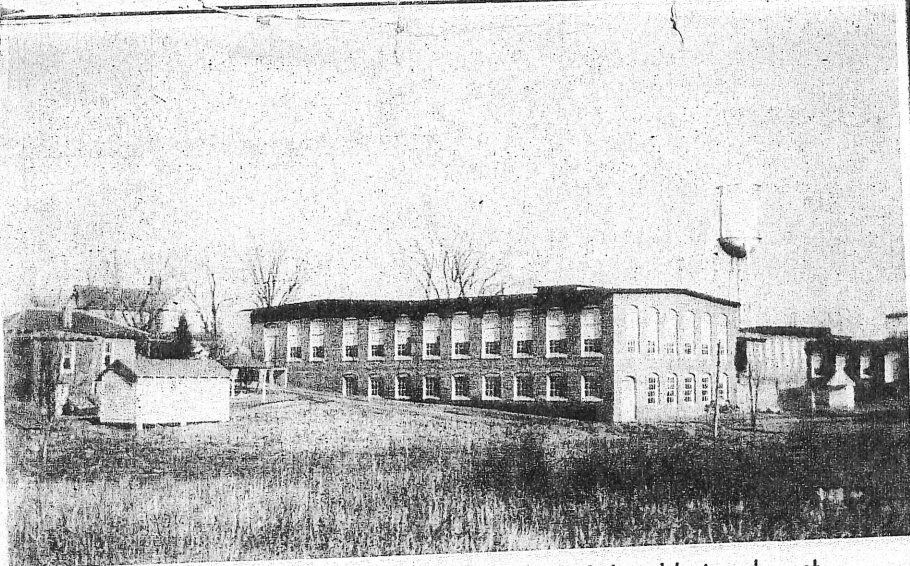
or

**CREAM of WHEAT
PLAIN FLOUR**

Manufactured by
MOUNT PLEASANT MILLING COMPANY
Mount Pleasant, N. C.



Pounds Apt. House. All wiring and fixtures installed by
M. R. Osteen, Electrician, Concord, N. C.



The Tuscarora Mills, Mt. Pleasant, N. C., one of the oldest and most
ably managed textile plants in Cabarrus County. Mr. O. A. Bar-
ringer, Secy.-Treas.



J. A. SIMPSON,
proprietor of
Simpson's Studio,
official photog-
rapher of this
rotogravure edi-
tion of The
Herald-Observer.



Heintz and Lipe, Mt. Pleasant, N. C., builders of Truck Beds, Porch
Seats, Cedar Chests and General Woodwork.



MISS LILLIAN
BATTE, member
of the office per-
sonnel of Simp-
son's Studio, and
one of Concord's
most beautiful
girls.



View of Main Buildings. Barber-Scotia College has sent out more than 1,300 young women whose splendid records of service constitute the institution's greatest monument.



**A Model
Heating Plant**

**Clean
Economical**

**THE BEST IS
THE CHEAPEST**

E. B. GRADY
Plumbing and Heater Dealer
Established 25 Years



Office and Show Room 39 E. Corbin Street

**HOOVER
HOSIERY
COMPANY**

Manufacturers of
TOWN-WEAR HOSIERY

Highest Type Full Fashioned Hosiery
Made in America

CONCORD, N. C.

GAS Your Ever Faithful Friend

- TO HEAT YOUR HOME
- TO COOK YOUR MEALS
- TO PROVIDE HOT WATER
- TO MAKE ICE—PRESERVE FOOD

24-hour a day service . . . Every day in the year

Economical . . . Safe . . . Clean

CONCORD & KANNAPOLIS GAS CO.

K. O. DuPREE, Manager

CONCORD AND KANNAPOLIS, NORTH CAROLINA



PHIFER PARK, covering a tract of two acres, is situated at the intersection of U. S. Highway 29 and State Highway 15, a few miles west of Concord.

Koolmotor

Gas — Oil



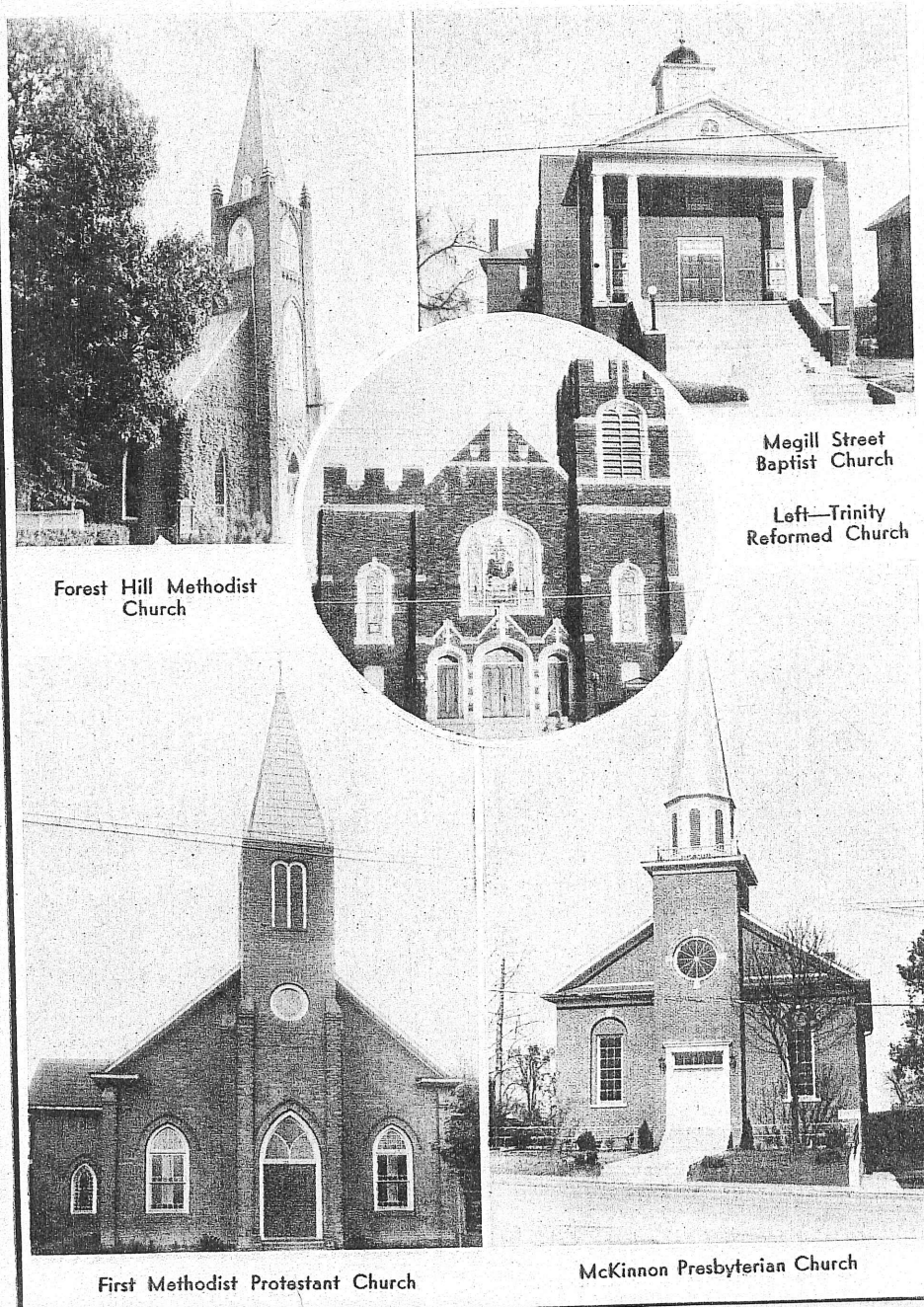
Cities Service

Let Your Motor Have Its Right to Do Its Best

PHONE 633

GUS WIDENHOUSE, Prop.

CHARLOTTE HWAY.



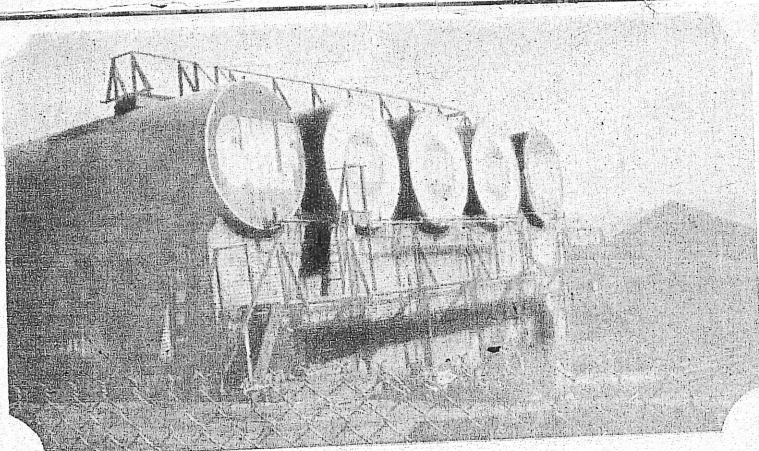
Forest Hill Methodist Church

Megill Street Baptist Church

Left—Trinity Reformed Church

First Methodist Protestant Church

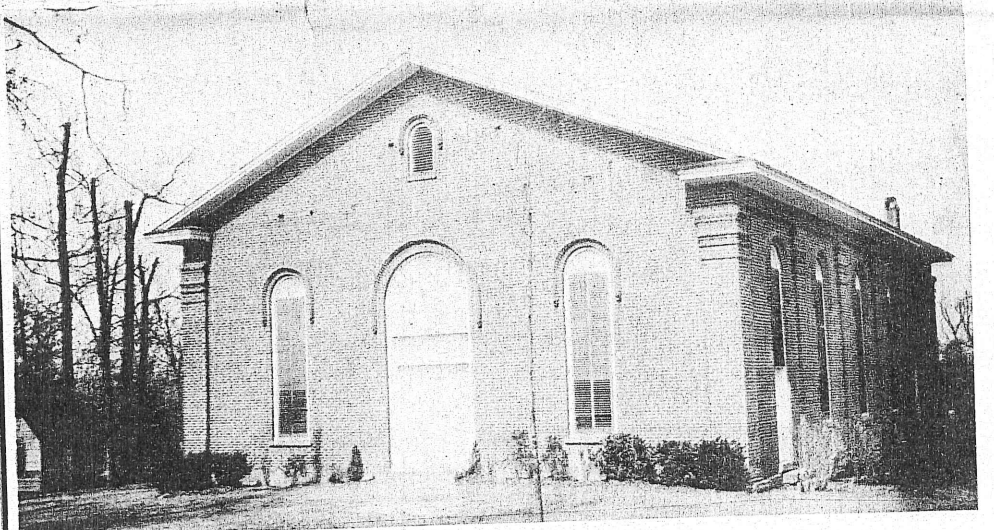
McKinnon Presbyterian Church



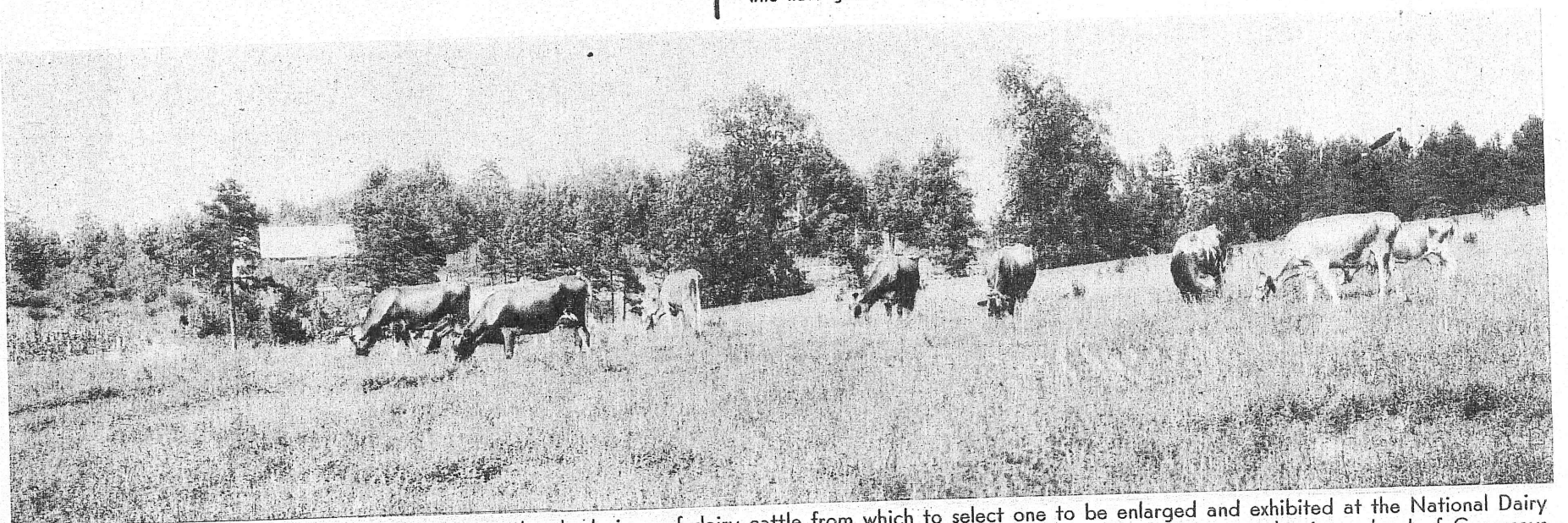
Gulf Refining Corporation

M. S. Lyles, Distributor for Cabarrus County

CONCORD, N. C.

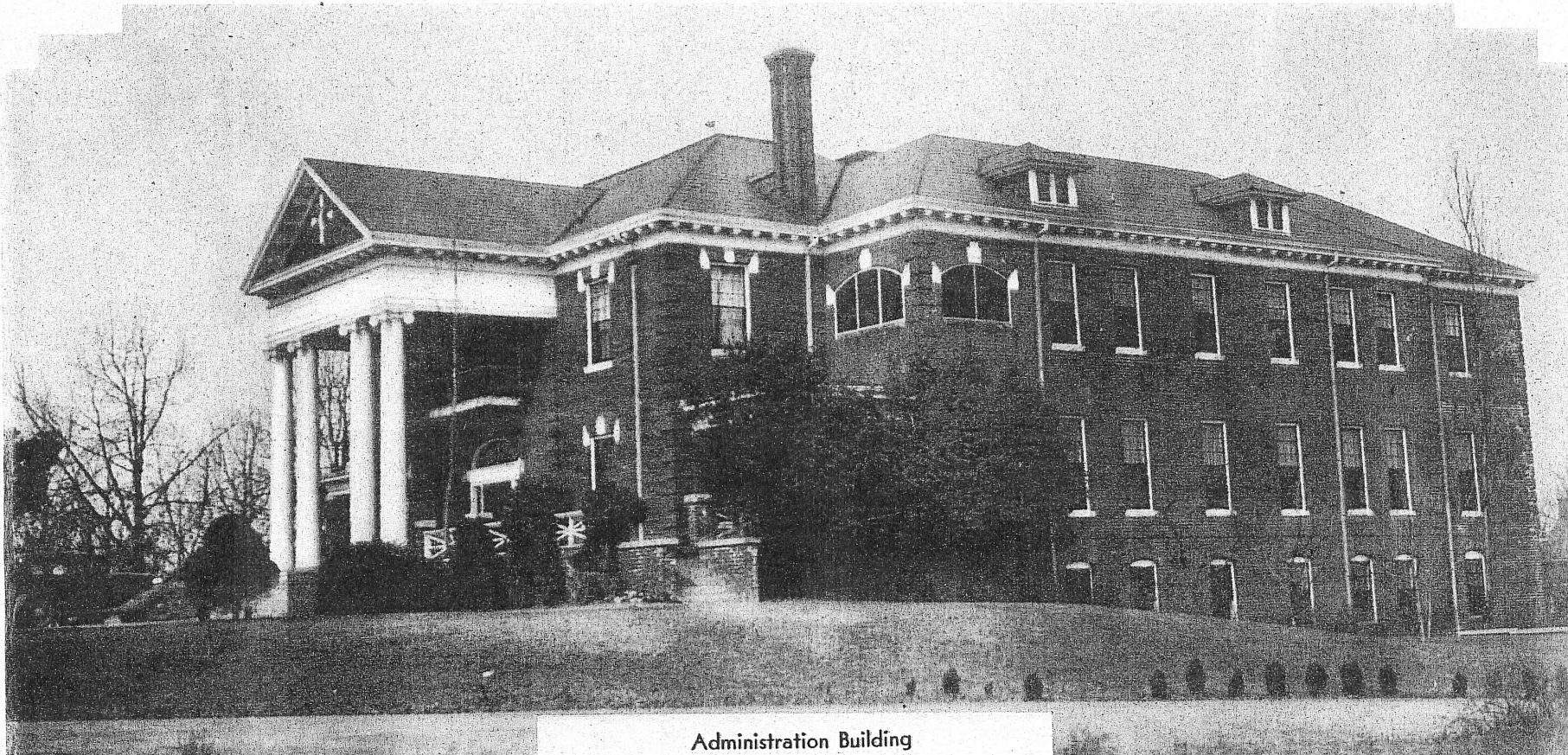


ROCKY RIVER PRESBYTERIAN CHURCH, in No. 1 township, was organized in 1754 at the home of William White by Scotch-Irish Presbyterians. The present church was erected in 1859. Dr. Robert Hall Morrison, first president of Davidson College, was one of 21 ministers who have gone out from this historic church.



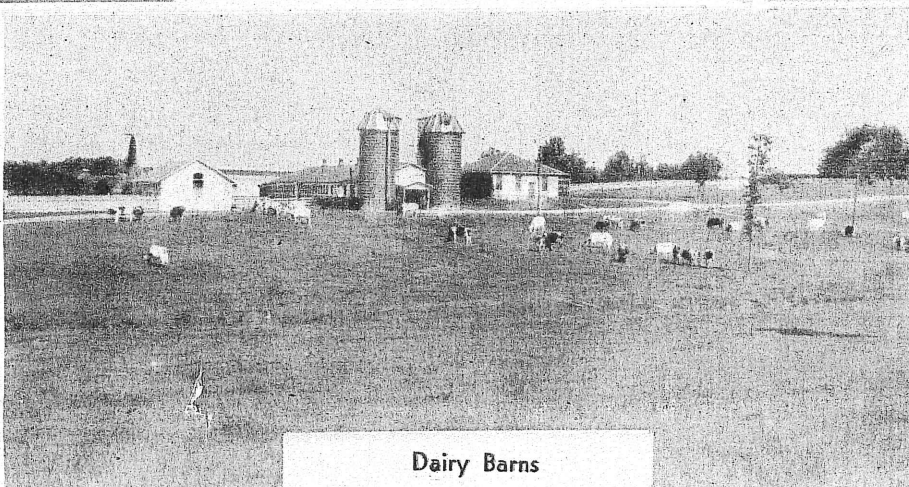
Dairy Husbandry—Dr. L. W. Kephart in taking a hundred views of dairy cattle from which to select one to be enlarged and exhibited at the National Dairy Show, took two views of cattle in Cabarrus County. The one selected for exhibition was one of the two taken from Cabarrus, showing a herd of Guernseys grazing Korean lespedeza pasture.

STONEWALL JACKSON MANUAL TRAINING AND INDUSTRIAL SCHOOL



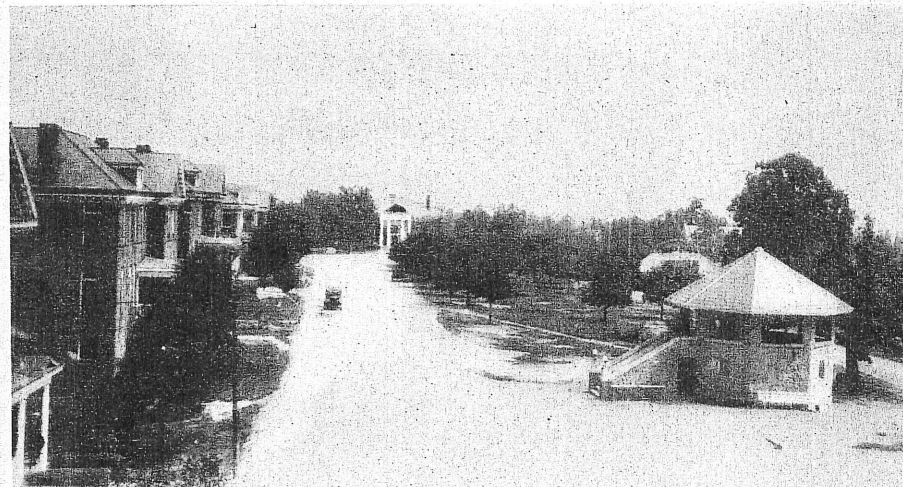
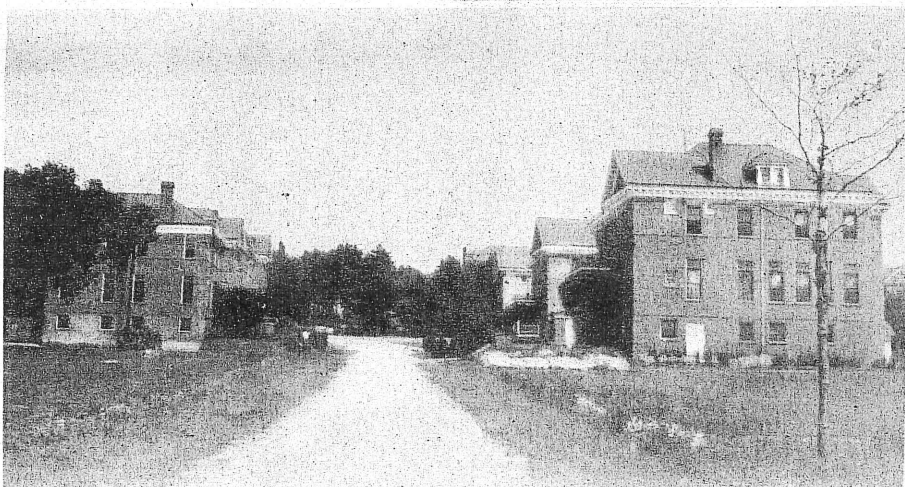
Administration Building

Located on imposing site about four miles southwest of Concord on U. S. Highway 29, this "little city in itself" is dedicated to the reclamation of wayward boys, and from its portals every year go scores of youths reclaimed for a useful place in society. Here the boys learned various trades to fit them into the com-

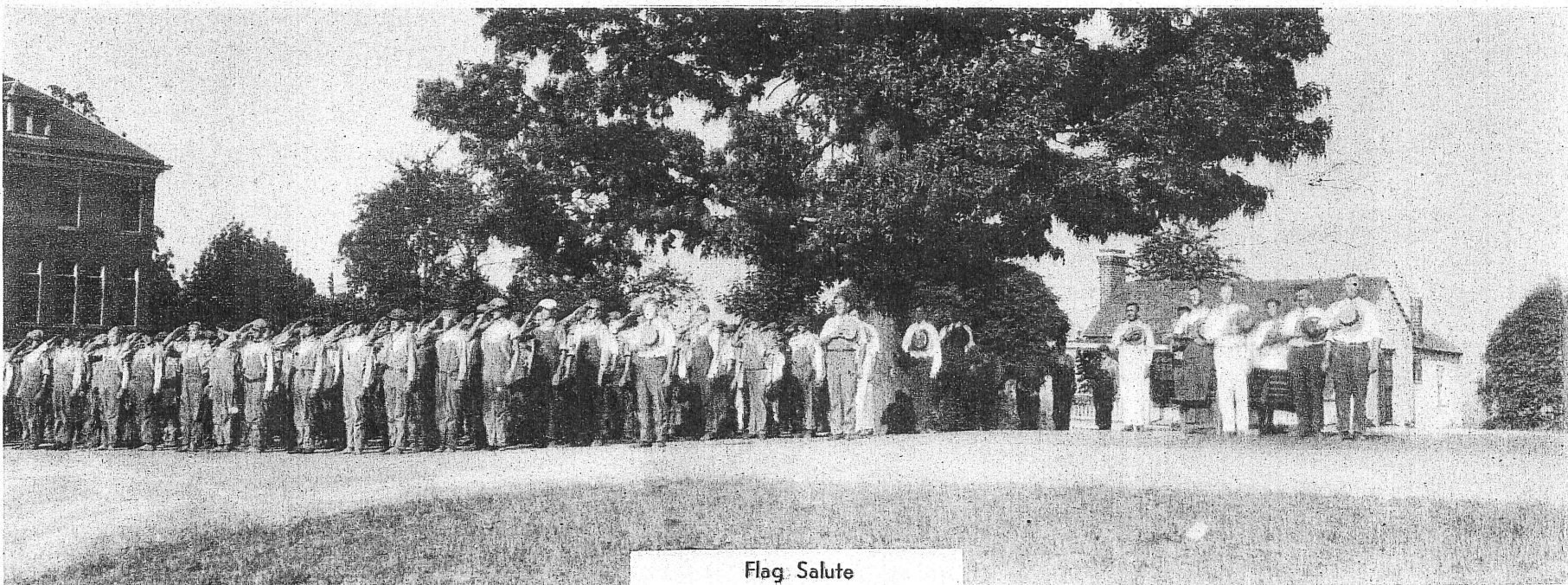


Dairy Barns

plex economic order of life. The school population numbers around 550 people and is housed in sixteen cottage homes. A school system is maintained with a course of study running through the eighth grade. The boys are taught such trades as agriculture, dairying, wood-working, printing, baking, shoe repairing, etc.



Cottage Group



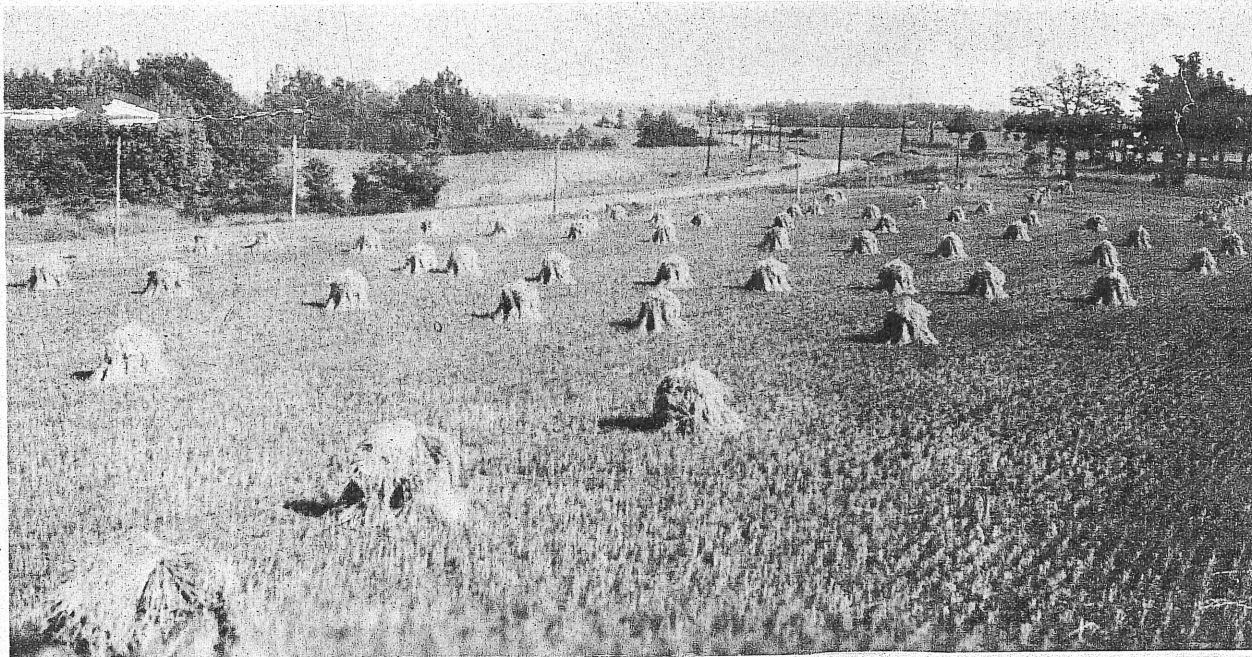
Flag Salute

SCENES FROM RURAL CABARRUS WHERE DIVERSIFIED FARMING YIELDS PROFITABLE RETURNS



Cotton

Scene of cotton field at harvest time on farm of H. W. Johnston, of No. 3 township. From four acres last season Mr. Johnston harvested 5,060 pounds of seed cotton that turned out 2,156 pounds of lint. Mr. Johnston is shown with 17 stalks of cotton bearing 120 matured bolls.



Small Grain and Lespedeza

In 1935, Mr. P. M. Krimminger threshed 127 bushels, 31 pounds of Oats, weighed measure, from a 2.1-acre test plot on which he had seeded 2.7 bushels of Oats. In addition he harvested 7 tons of good Lespedeza hay from it the same year.

This 2.1-acre test plot has been continuously in small grain and Korean Lespedeza since 1928. This is the eighth successive crop of small grain and Lespedeza on this plot, or the longest known record in the United States where small grain and Lespedeza have been grown continuously on the same land. Our question is, how long can it be done?

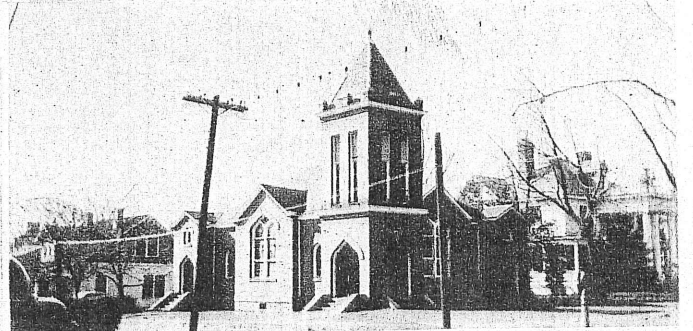
Picture shows Mr. Krimminger's 1935 Oats in shock.



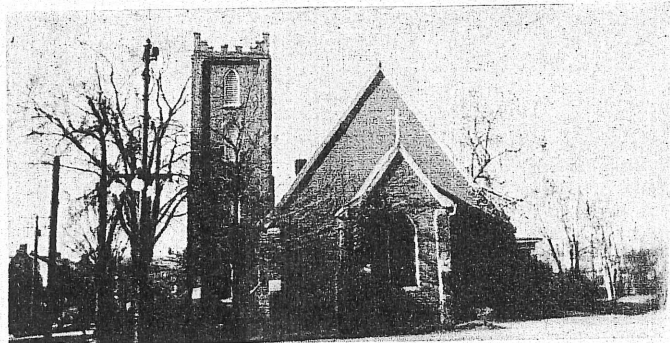
West Ford Methodist Church



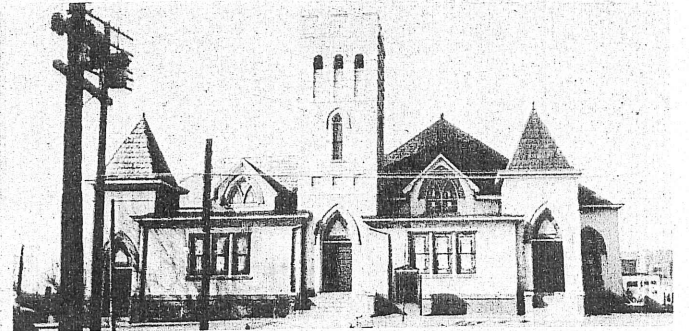
St. Andrews Lutheran Church



Associate Reformed Presbyterian Church



All Saints Episcopal Church



Epworth Methodist Church

CONCORD,

The Capital of Cabarrus County



Union Street, principal Concord thoroughfare, looking north.



Mayor
W. A. Wilkinson.

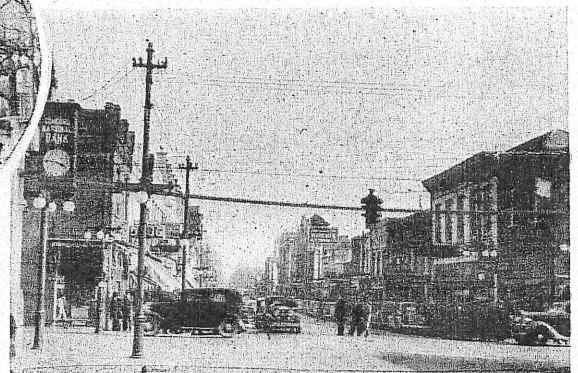


Concord's Wide Streets and Spacious Lawns
Add Greatly to its Beauty.

the past few years an Incinerator and a modern Sewerage Disposal Plant have been built. A Garbage collection system has been in force for over 10 years and this system pro-

vides collection of garbage once a week during the winter and twice a week during the summer months.

The City government has at all times co-operated with the citizenship in making Concord a better place in which to live.



Union Street, "On the Square," looking south.

FACTS ABOUT THE CITY GOVERNMENT OF CONCORD, N. C.

The City of Concord has the Aldermanic form of government and the governing body consists of a Mayor and six Aldermen, elected for a term of two years. Concord was incorporated by an act of the General Assembly of 1851 and over a long period of years has enjoyed good government. The peak of the City's indebtedness was reached in 1925 when the net debt reached the sum of \$1,440,000.00. Since that time the debt has been steadily reduced until at this time the net debt stands at \$721,000.00 which represents a reduction of 50 per cent in eleven years.

In addition to making large payments on the debt the City tax rate has been materially reduced, even during the depression several substantial reductions being made and all services were fully maintained. The tax rate in 1930 was \$1.42 per \$100.00 valuation; the rate for 1935 is \$1.10 per \$100.00 valuation and in 1933 the valuation of Real Estate was lowered by 20 per cent. This makes a 43 per cent reduction in taxes in five years' time. The valuation of real and personal property for tax purposes is \$11,325,000.00.

The City is served by a Police Force of 17 members and maintains a modern and efficient Fire Department equipped with the latest devices in fire fighting equipment. During



Hotel Concord, S. L. Myers, manager. Operated by S. S. Myers and Sons, who also operate the Calheim at Lenoir, N. C., Caldwell at Morganton, N. C., and Hotel Albemarle, at Albemarle, N. C.



First Baptist Church



High School

Some of the Things Which Con

A population of 11,820 (1930 Census).
A \$60,000 public building (U. S. Post) of more than \$39,000 for fiscal year closing suburban area.

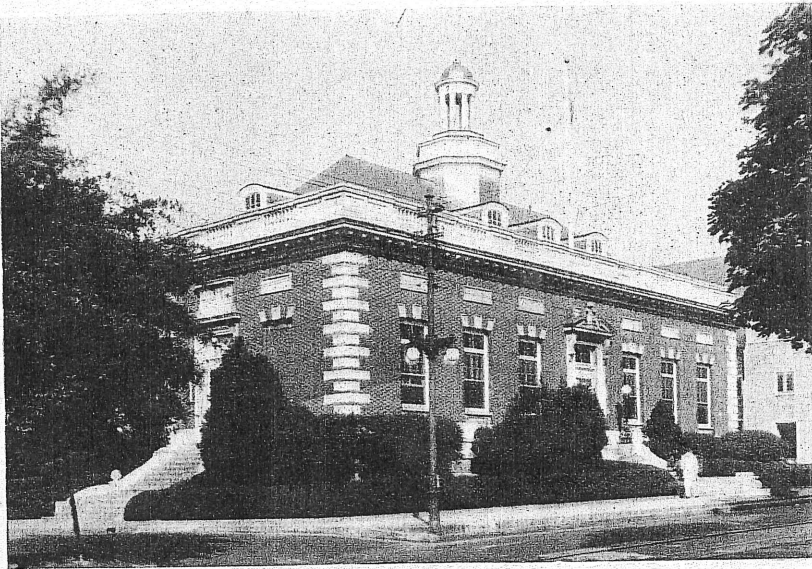
Estimated population, Concord, July 1930, 11,820.
Twenty-one miles of bitulitic streets.
two State, with total resources of \$7,587,469.
Deposits, \$2,106,469, as of June 29th, 1930.
Three Building and Loan Association \$2,693,594.25.

Concord is in the very heart of the center of the County, located in the south Carolina, in the famous Piedmont section Atlanta main line of the Southern Railroad of Charlotte, on U. S. Highway 29 and 151, and enjoys excellent bus facilities cotton manufacturing and hosiery mill plants; other industries include an oil refinery foundry and gas plant, two wholesale grocery Cabarrus County and parts of all the surrounding counties.

Number of passenger auto registration 5,848. Wired homes, 3,040; gas meter 1,700; one daily newspaper and a tri-weekly five churches, with all leading denominations Rotary and Lions; American Legion Post various woman's organizations.



City Hall



U. S. Postoffice



A. R. Howard, Alderman Ward 1, Chairman of Finance Committee



B. E. Harris, Clerk and Treasurer



Walter L. F.



St. James Lutheran Church



S. J. Sherrill, Alderman Ward 2



F. M. Youngblood, Alderman-at-Large



C. N. Alston

of the Concord Has

(ensus).
Postoffice), with postal receipts
near closed December 31, 1935.
July 1, 1935, of 13,500, includ-

ets. Three banks, one National,
\$7,587,418.29. Total Savings Bank
9th, 1935.

ciations, with total resources of

f the County, and is the market
the south-central section of North
section. It is on the Washington-
Railroad, twenty-one miles north
and State Highways 15, 73 and
ilities. Principal industries are
y mills, bleachery and finishing
oil mill, ice plant, lumber mills,
sale grocery houses which cover
the surrounding counties.

istrations for city, 1,750; county,
s meters, over 900; telephones,
a tri-weekly newspaper. Twenty-
nominations; two civic clubs, the
on Post, Red Cross Chapter and



L. Furr



J. G. McEachern, Alderman
Ward 4



C. V. Krider, Alderman Ward 3



J. L. Furr, City Tax Collector



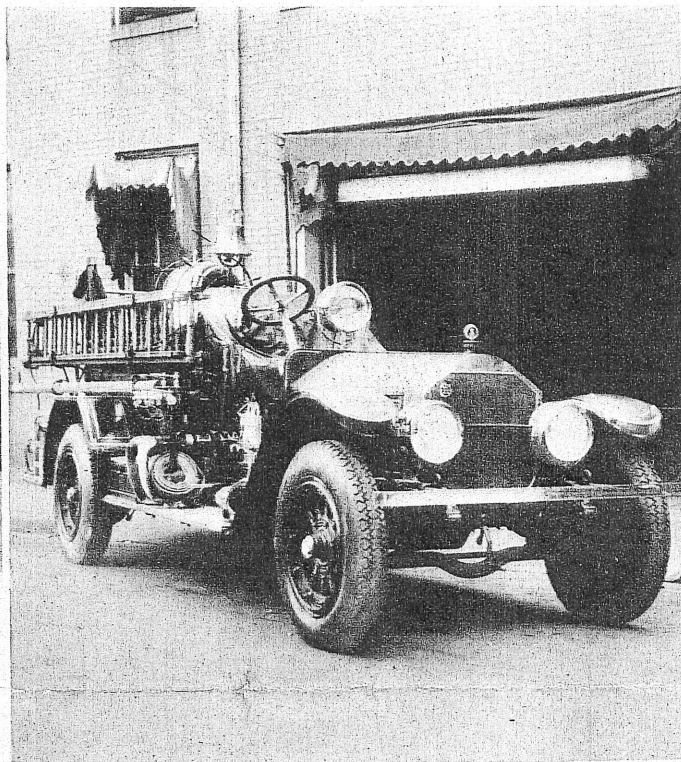
B. B. Howard, Alderman Ward 5



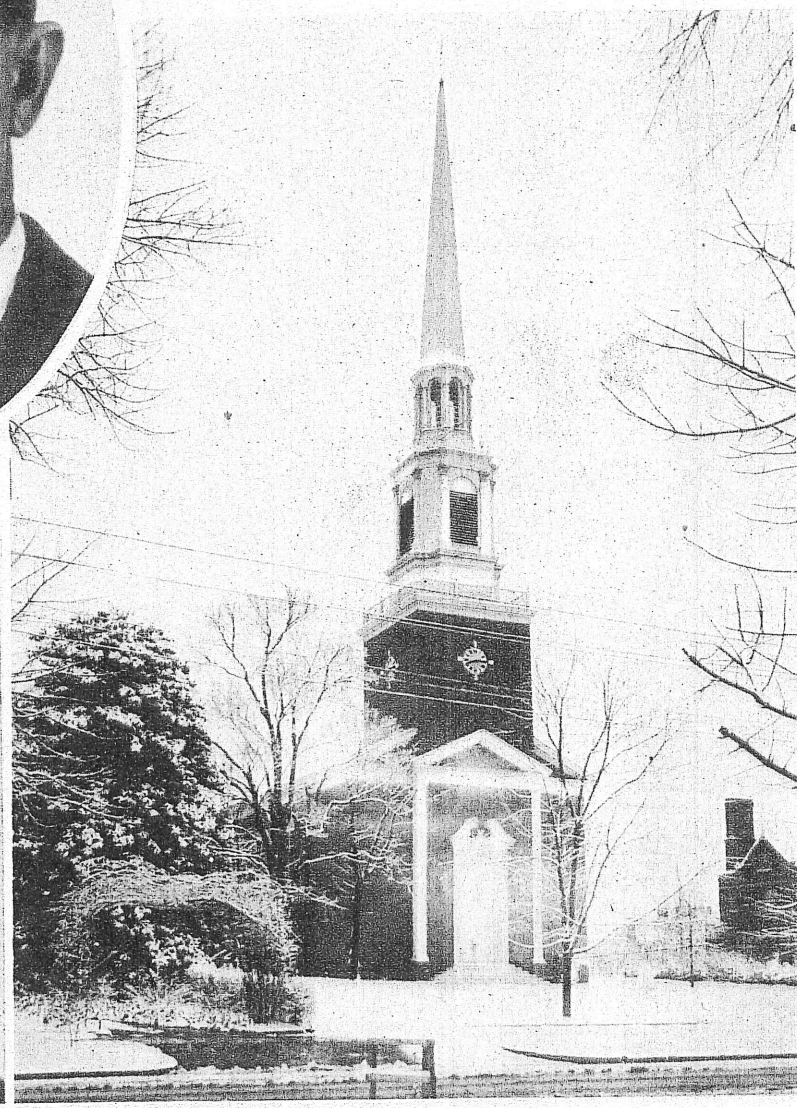
B. F. Widenhouse, Chief of Police



Police Department



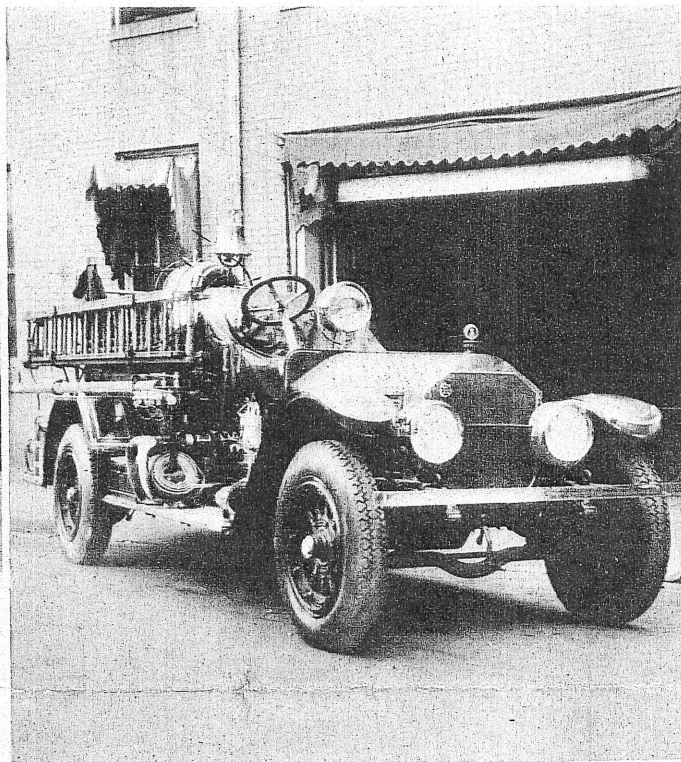
Fire Department



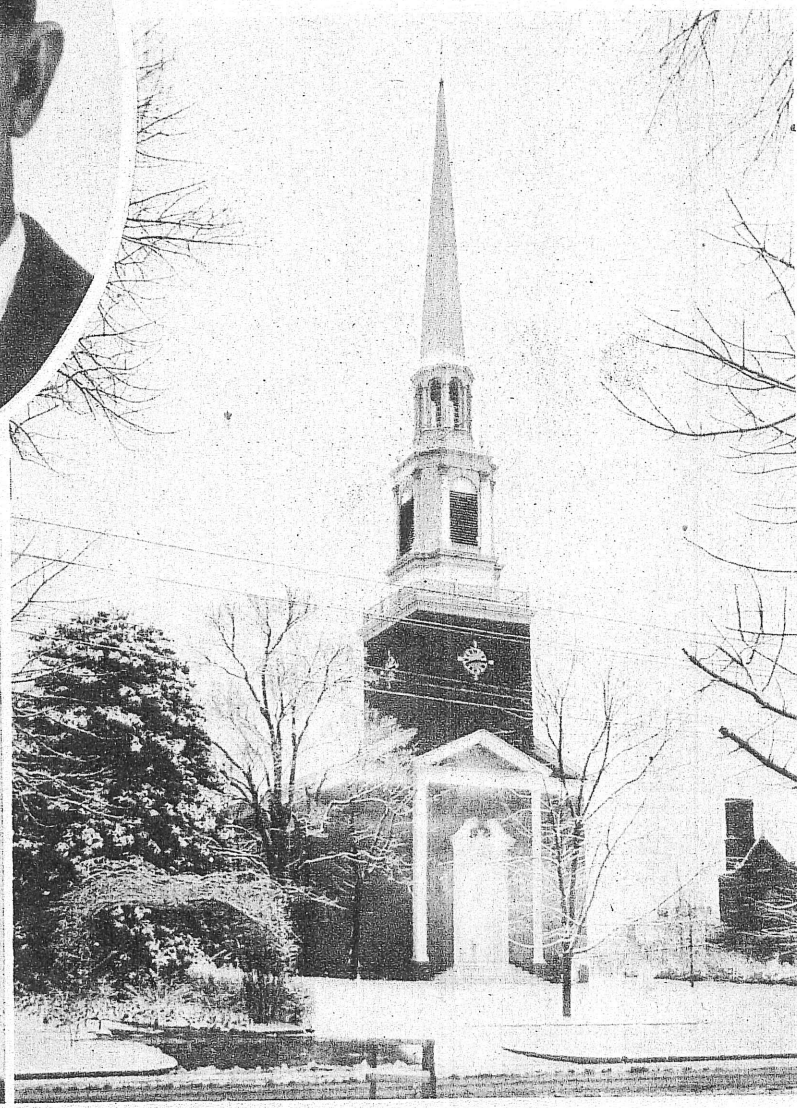
First Presbyterian Church



Police Department



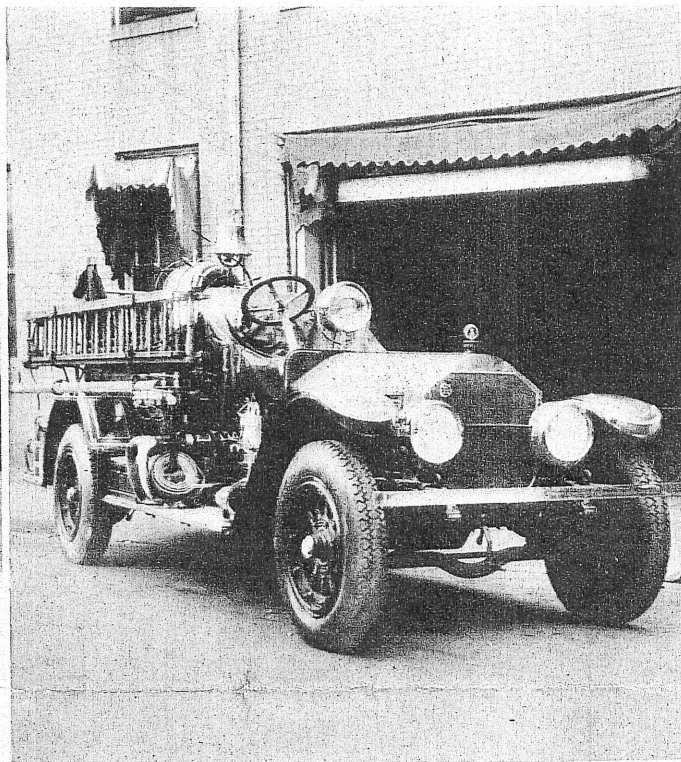
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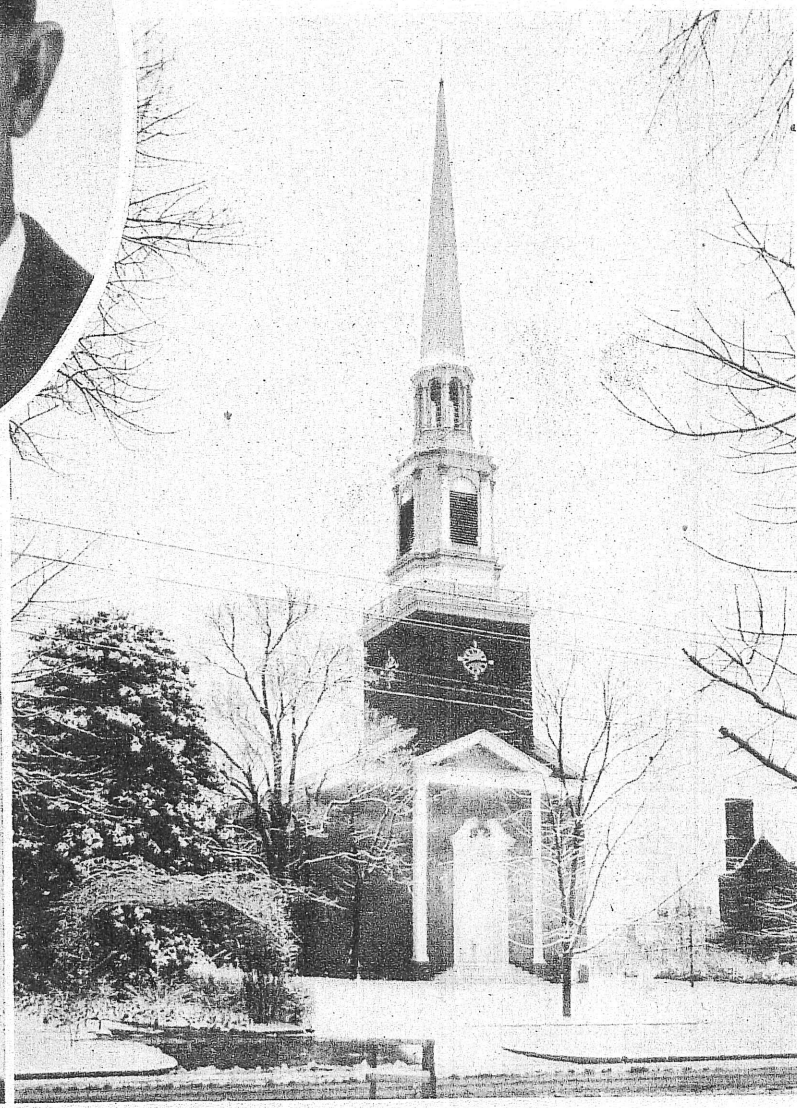
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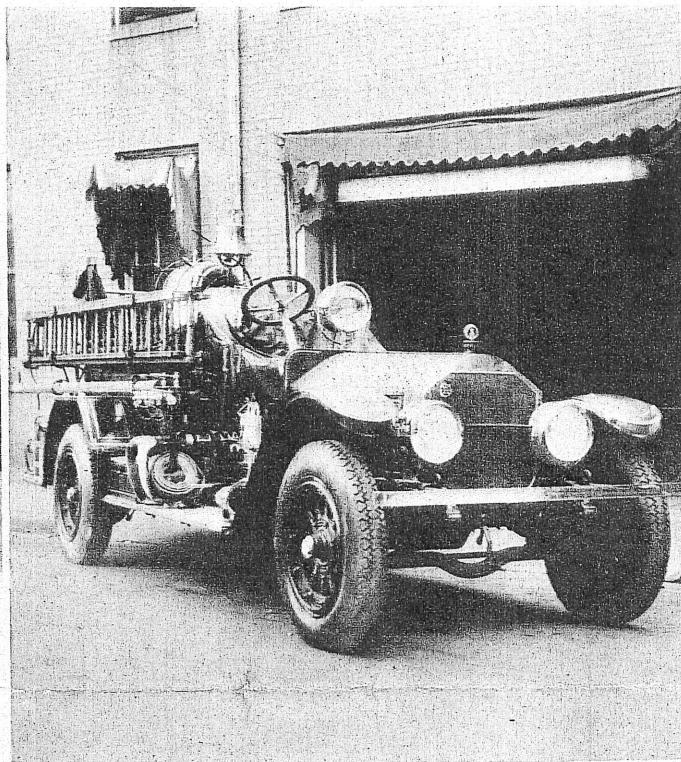
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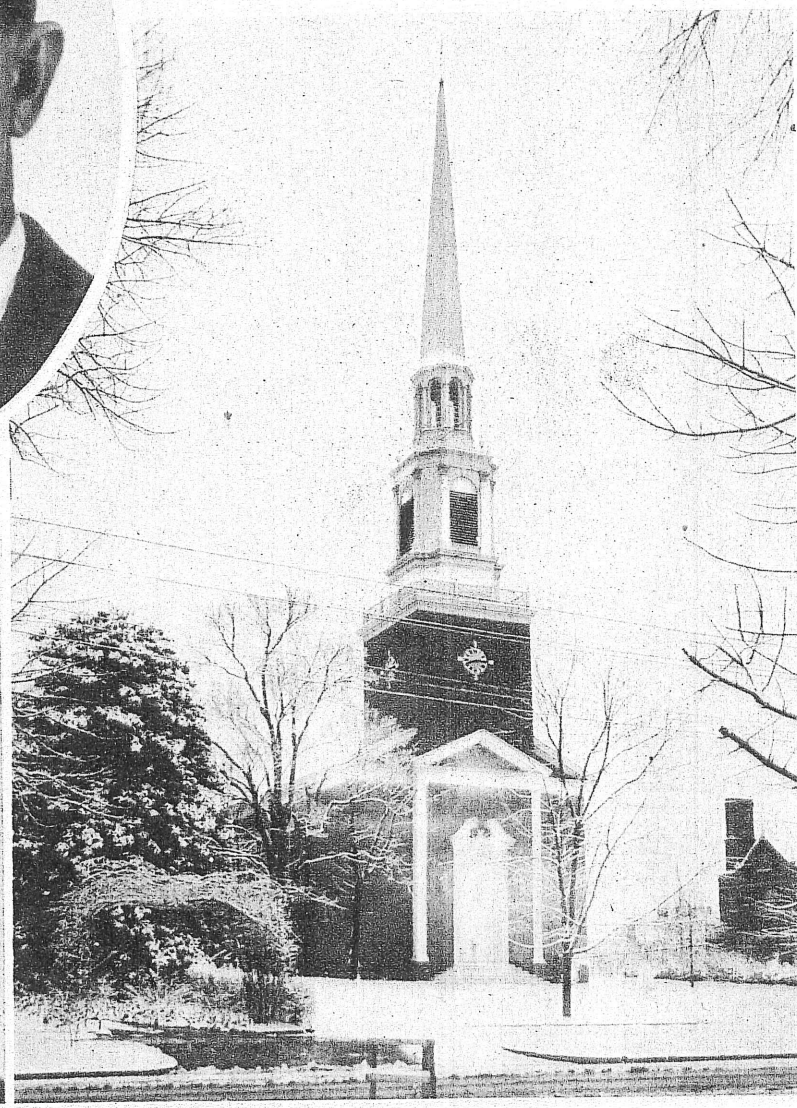
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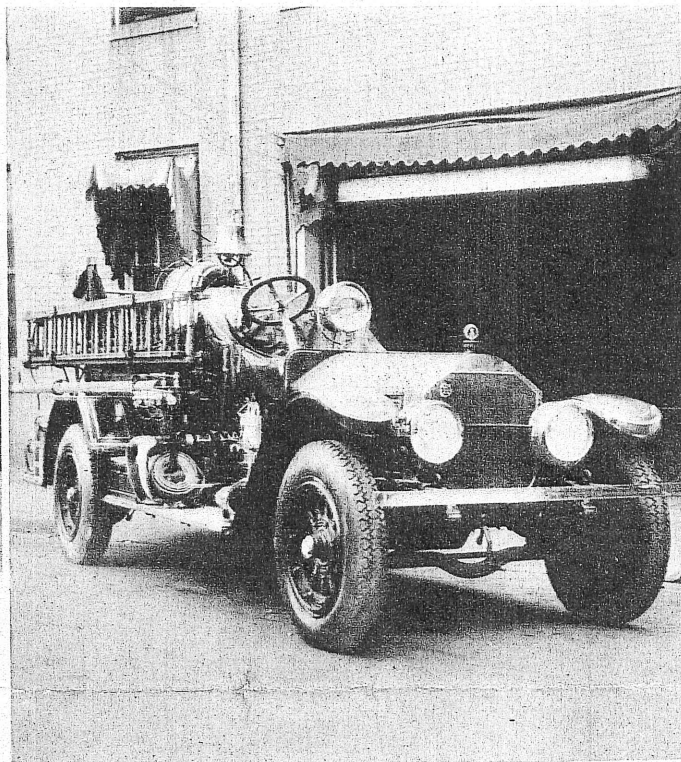
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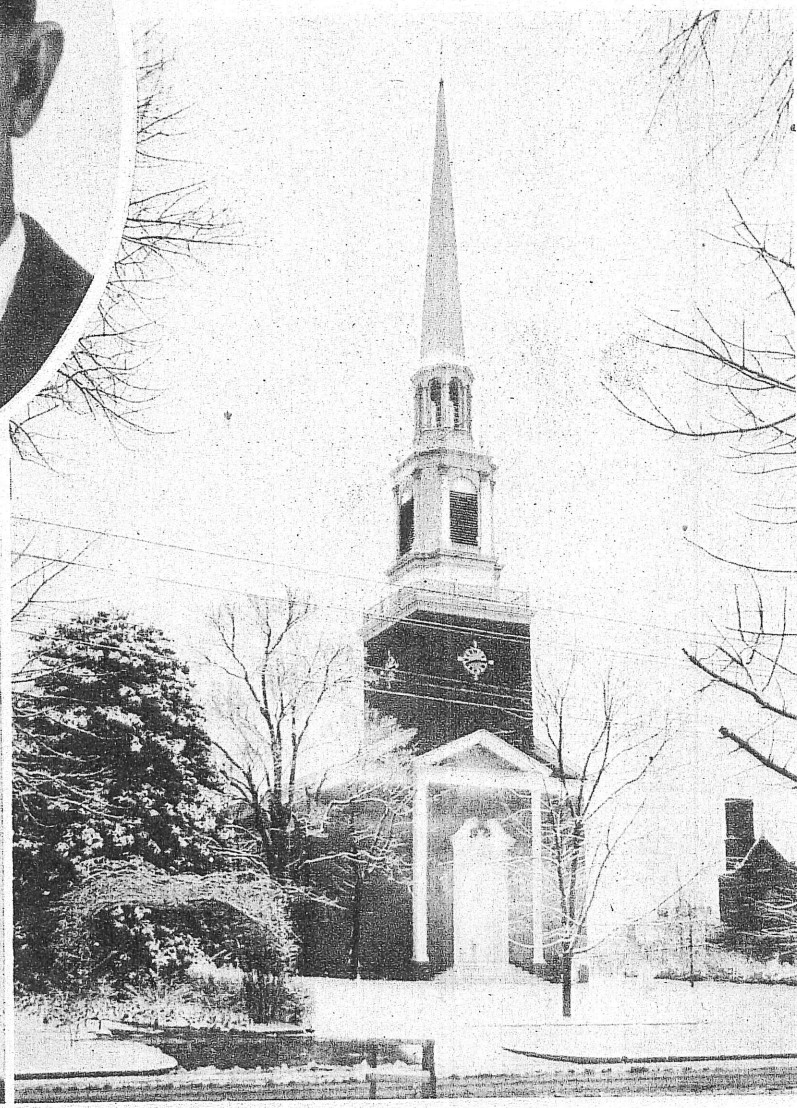
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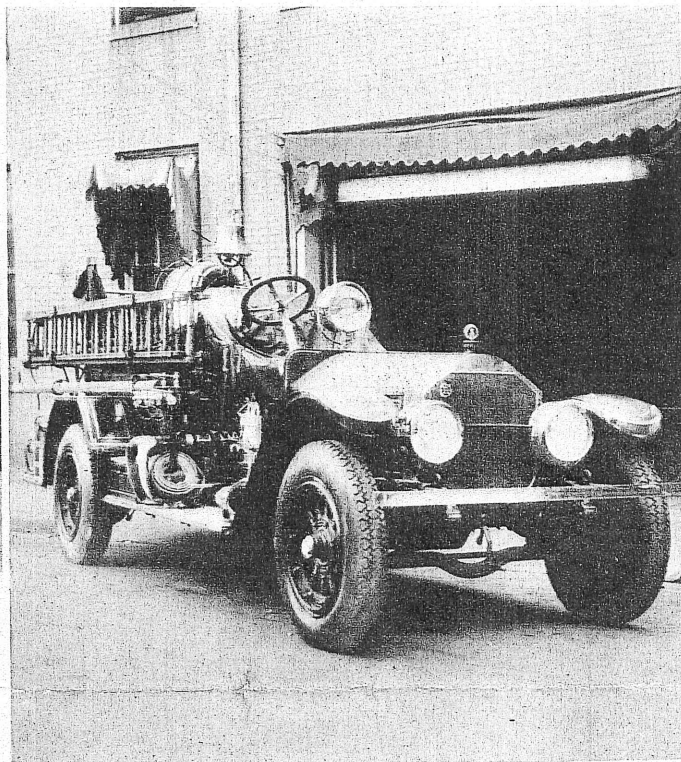
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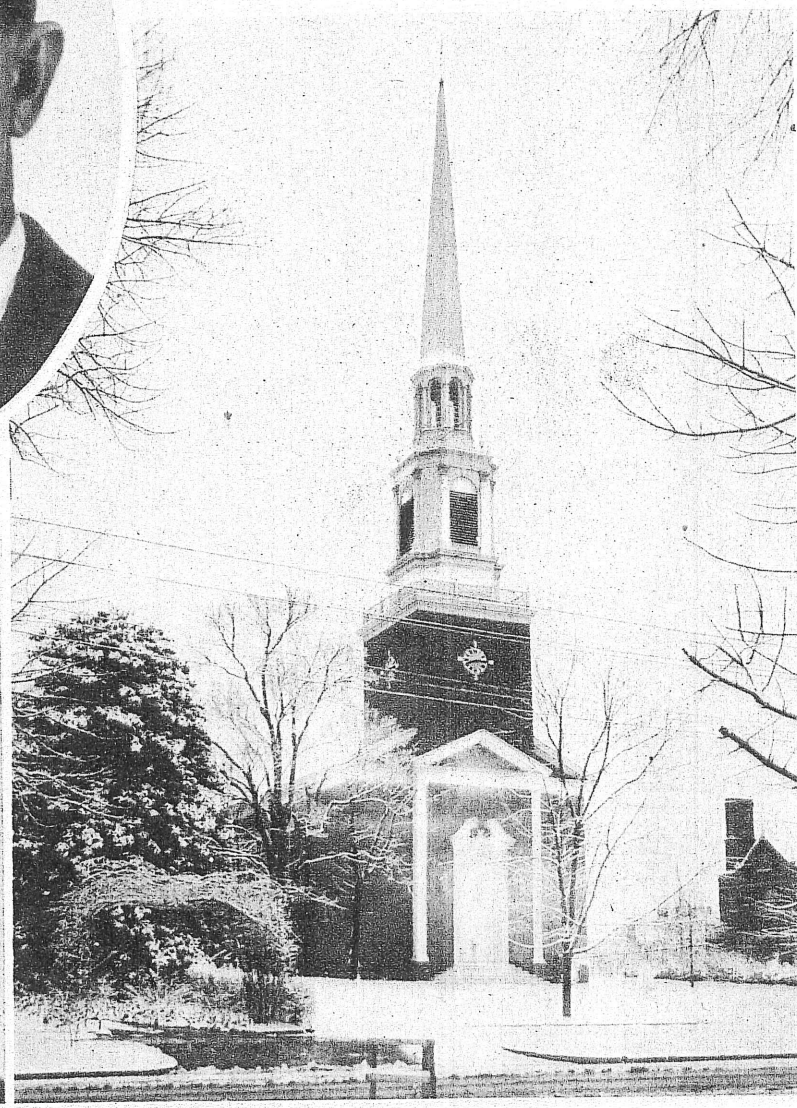
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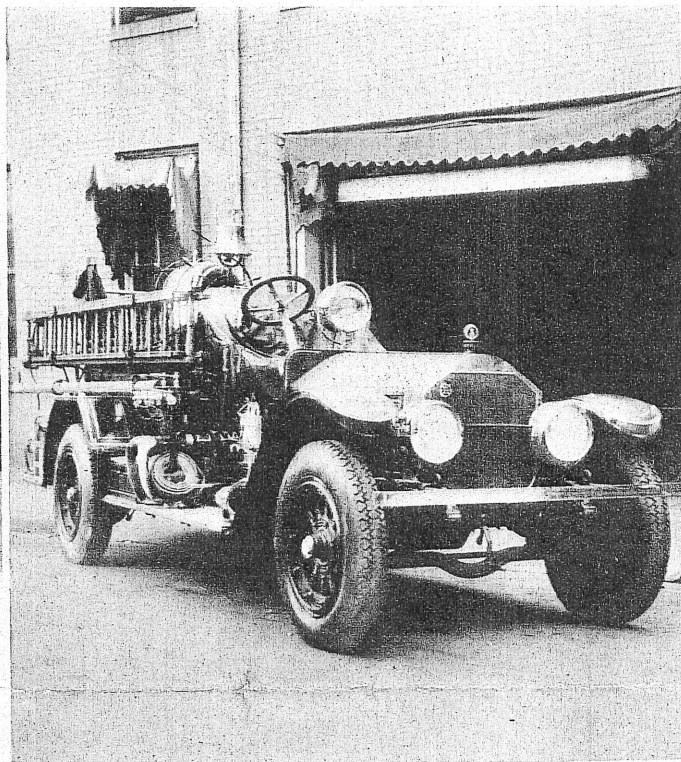
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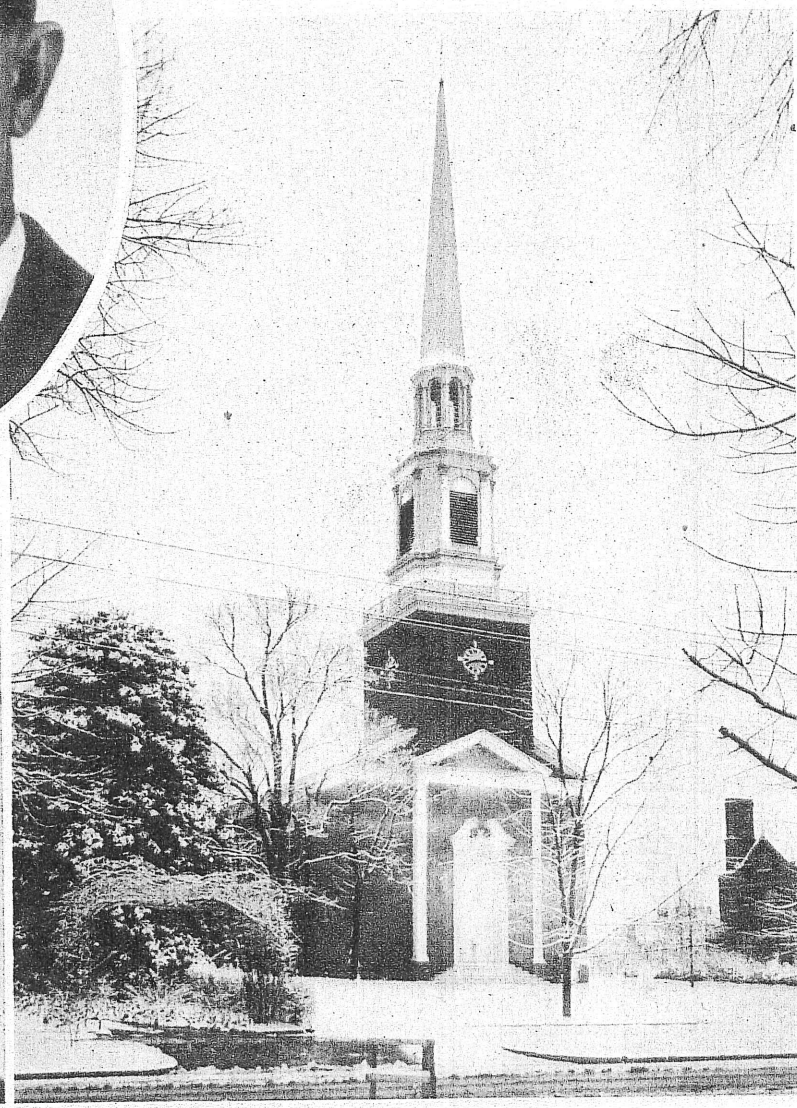
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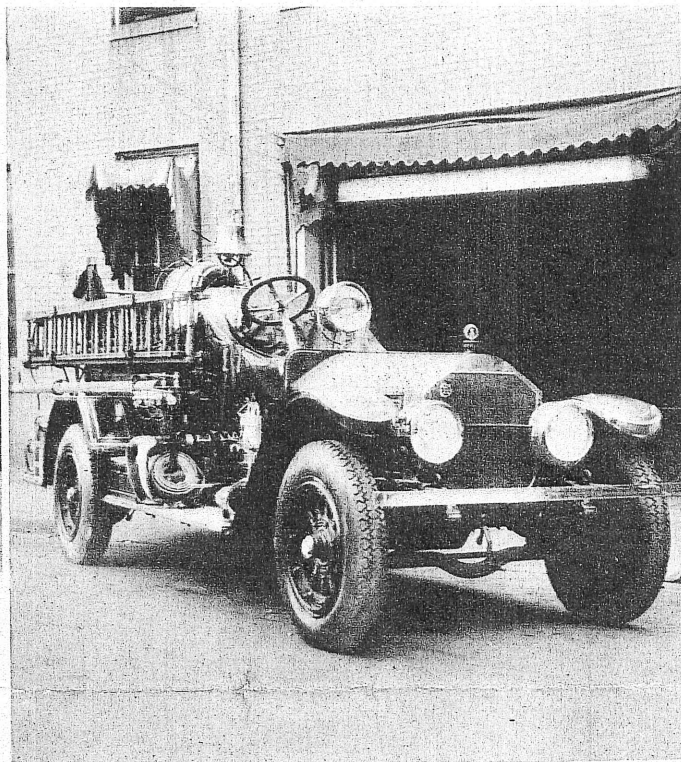
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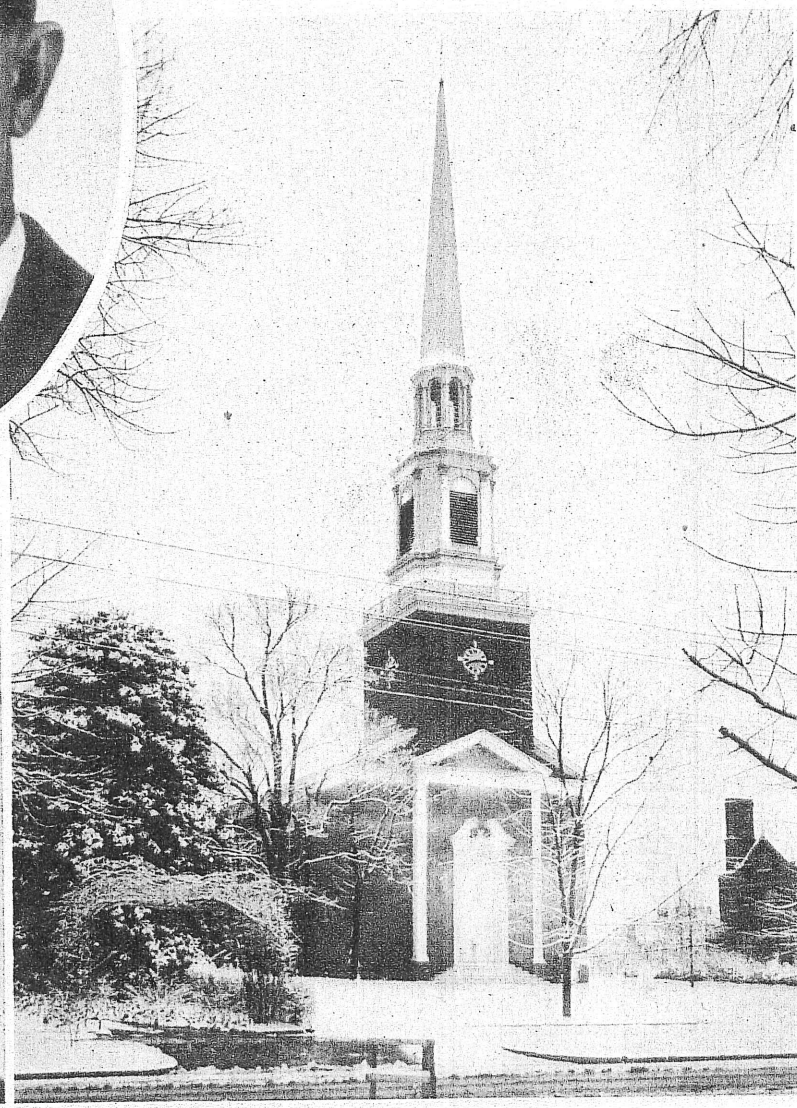
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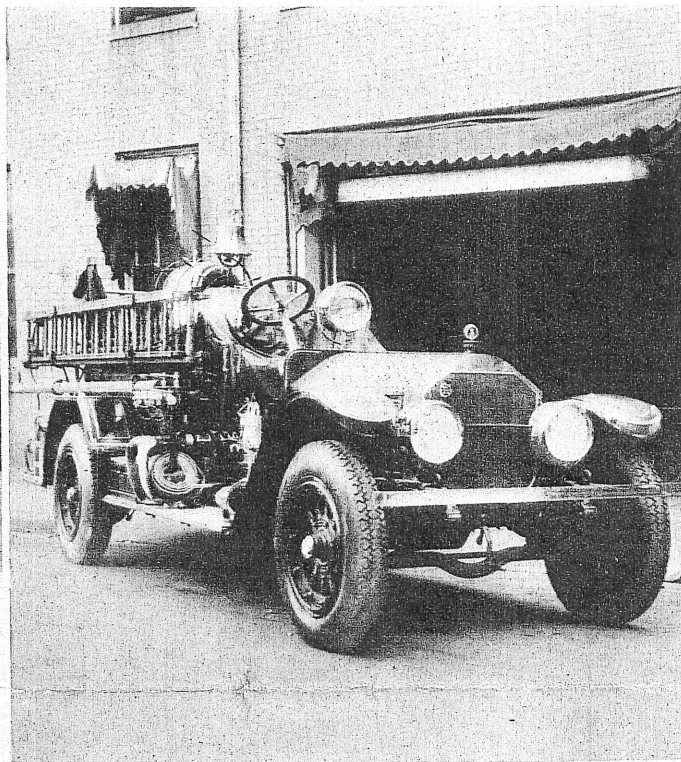
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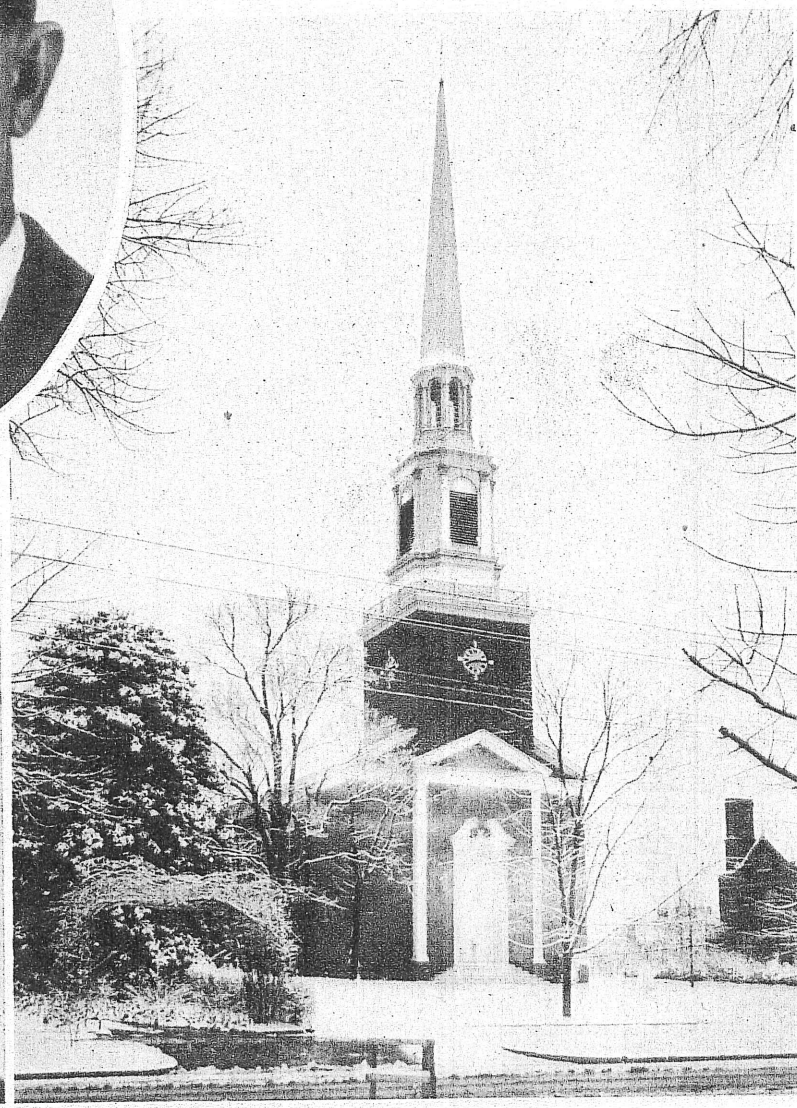
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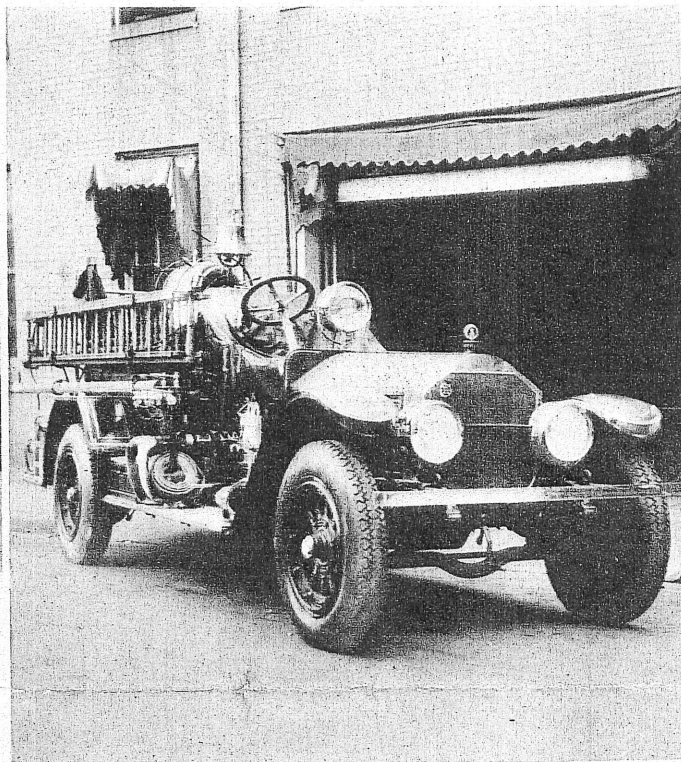
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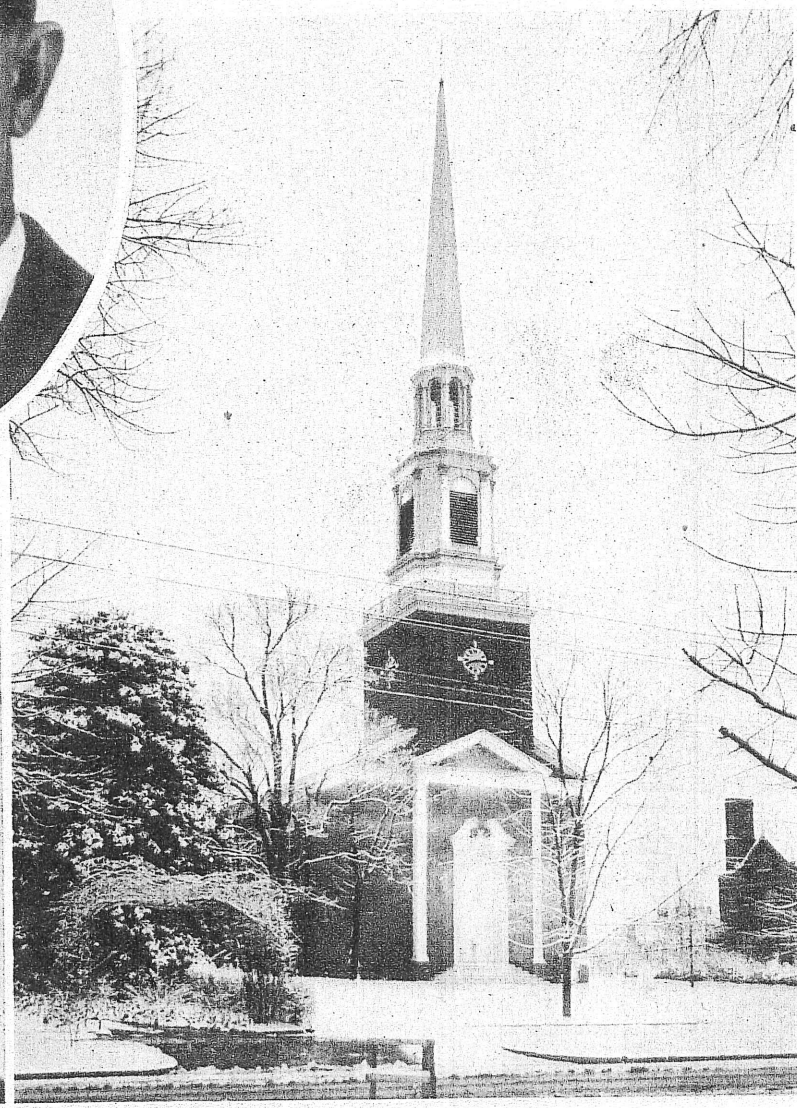
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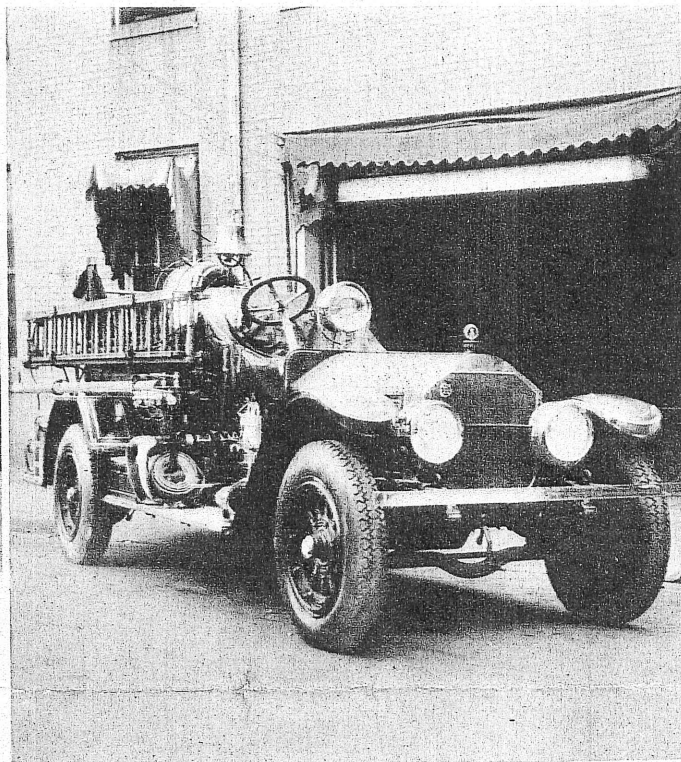
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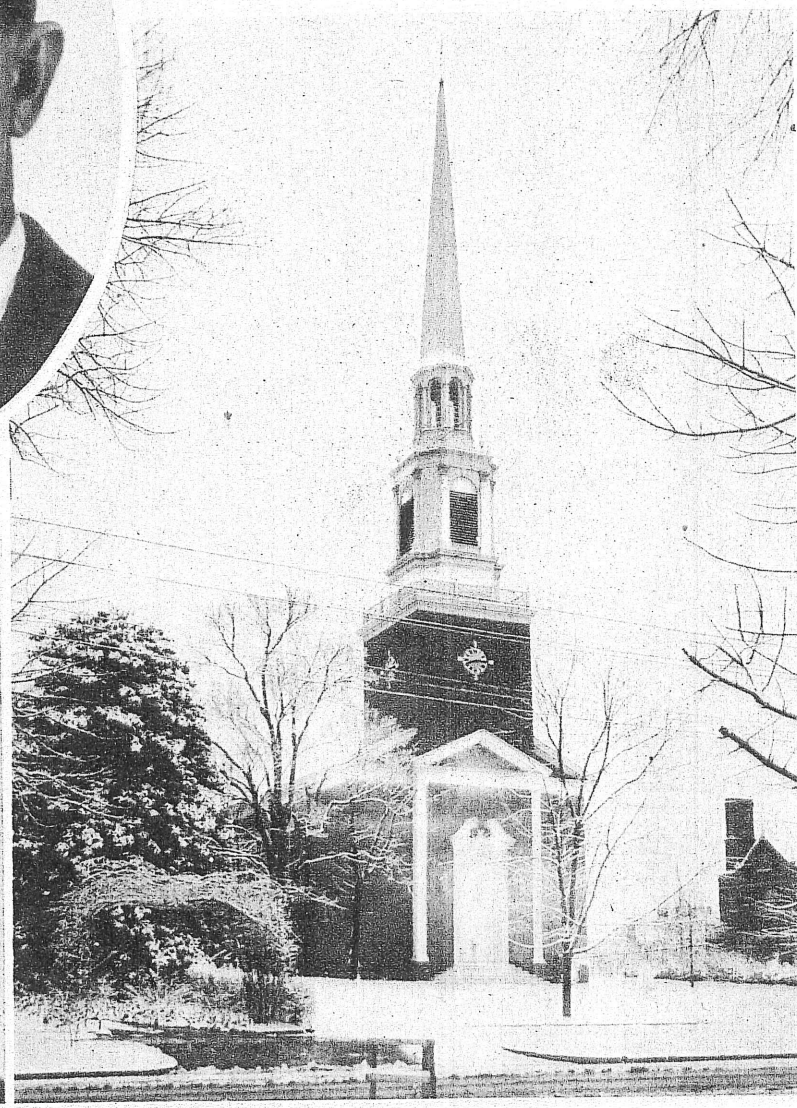
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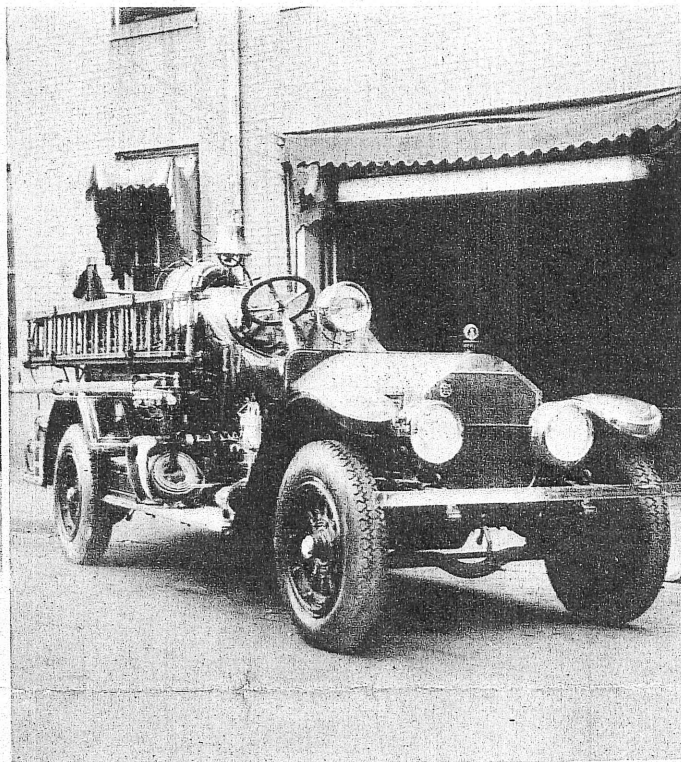
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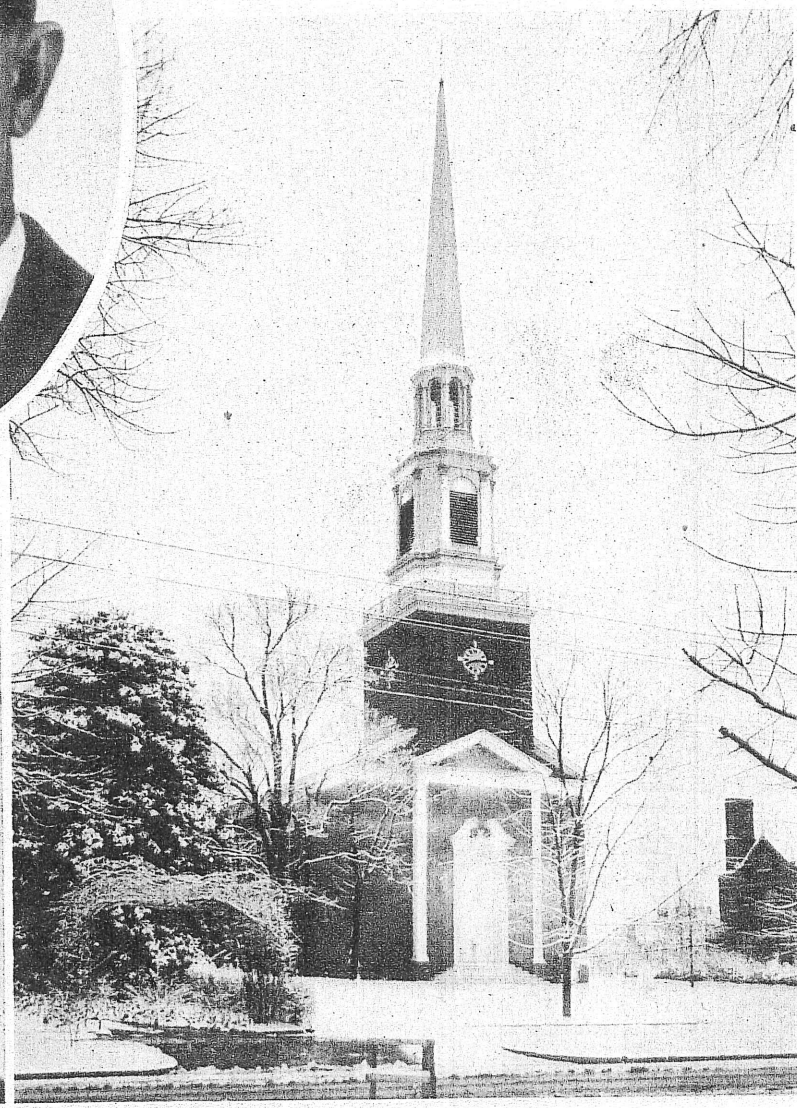
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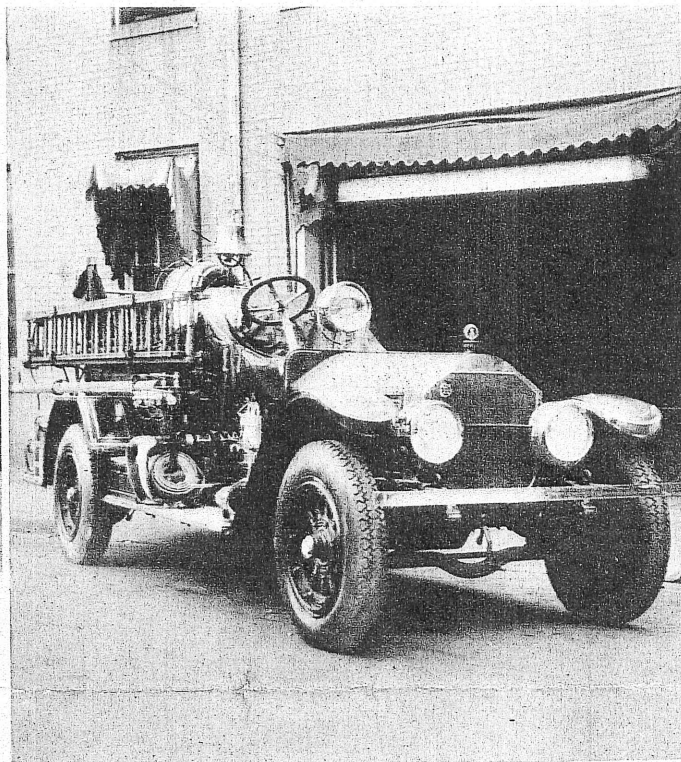
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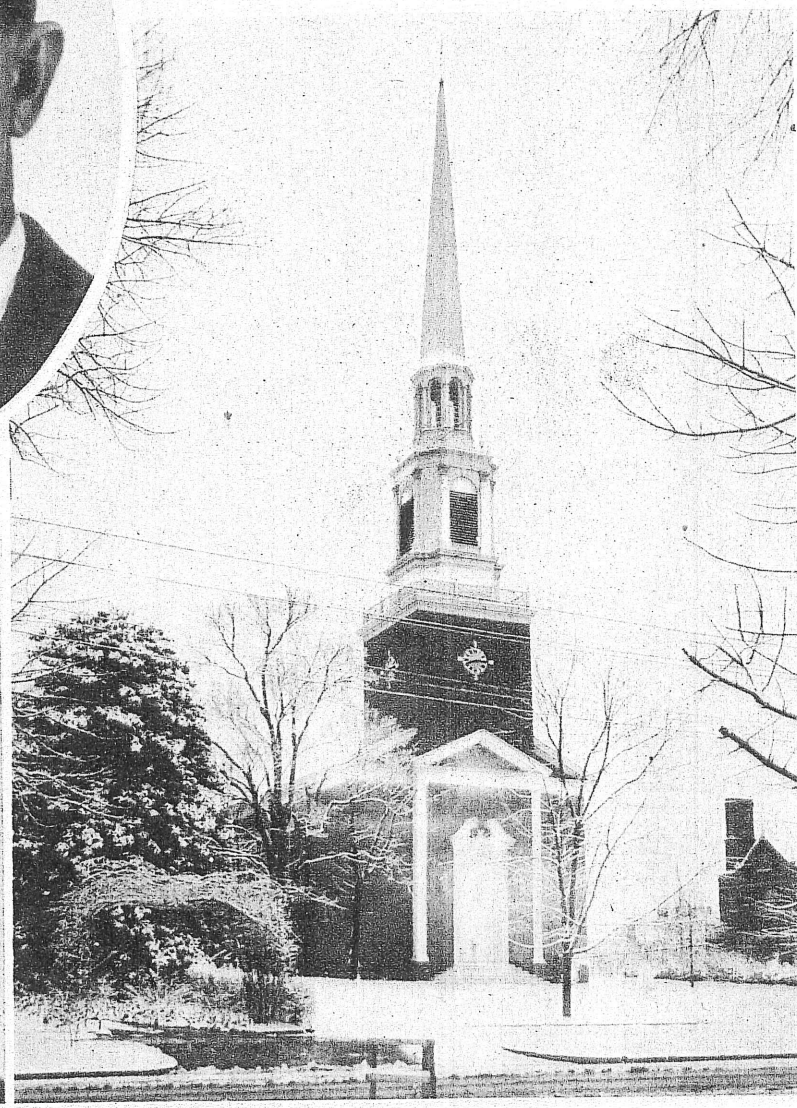
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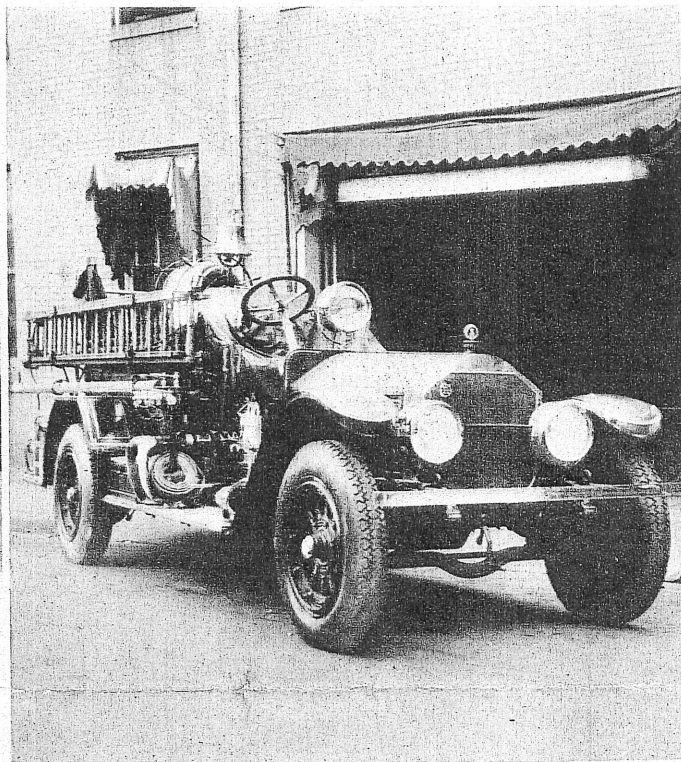
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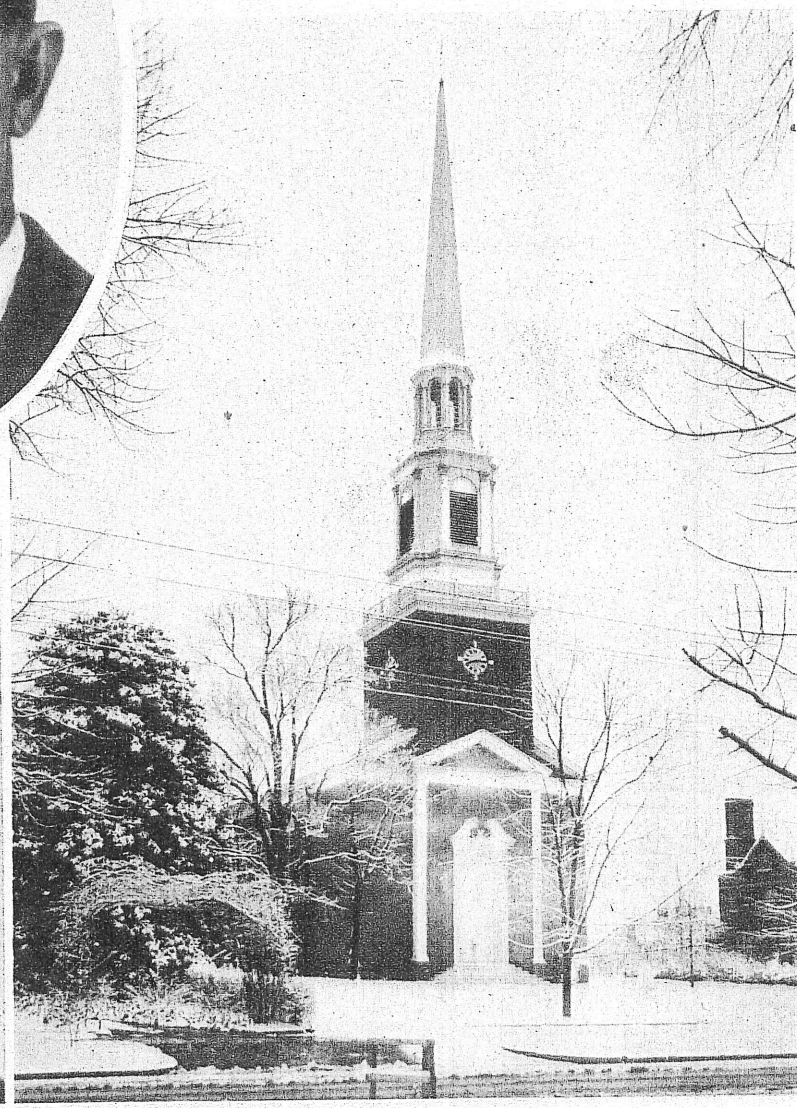
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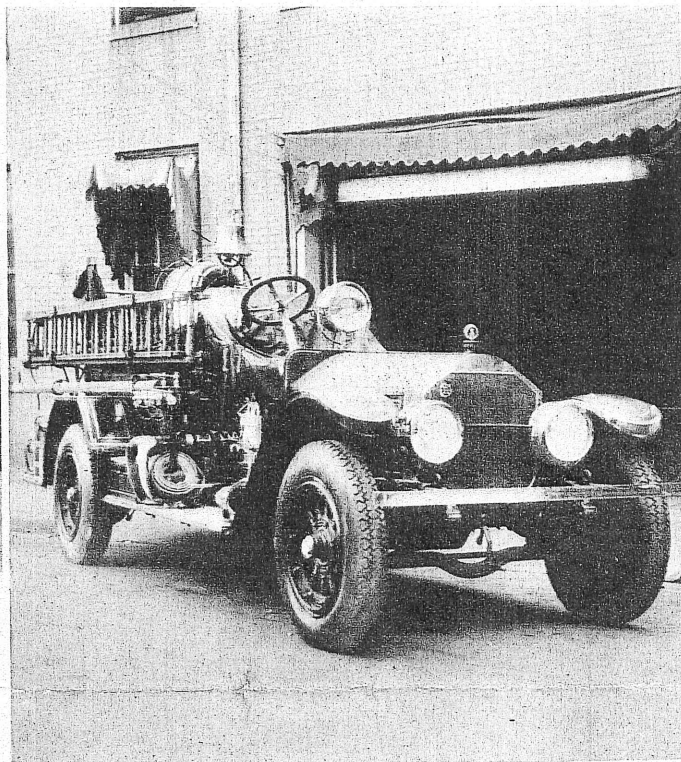
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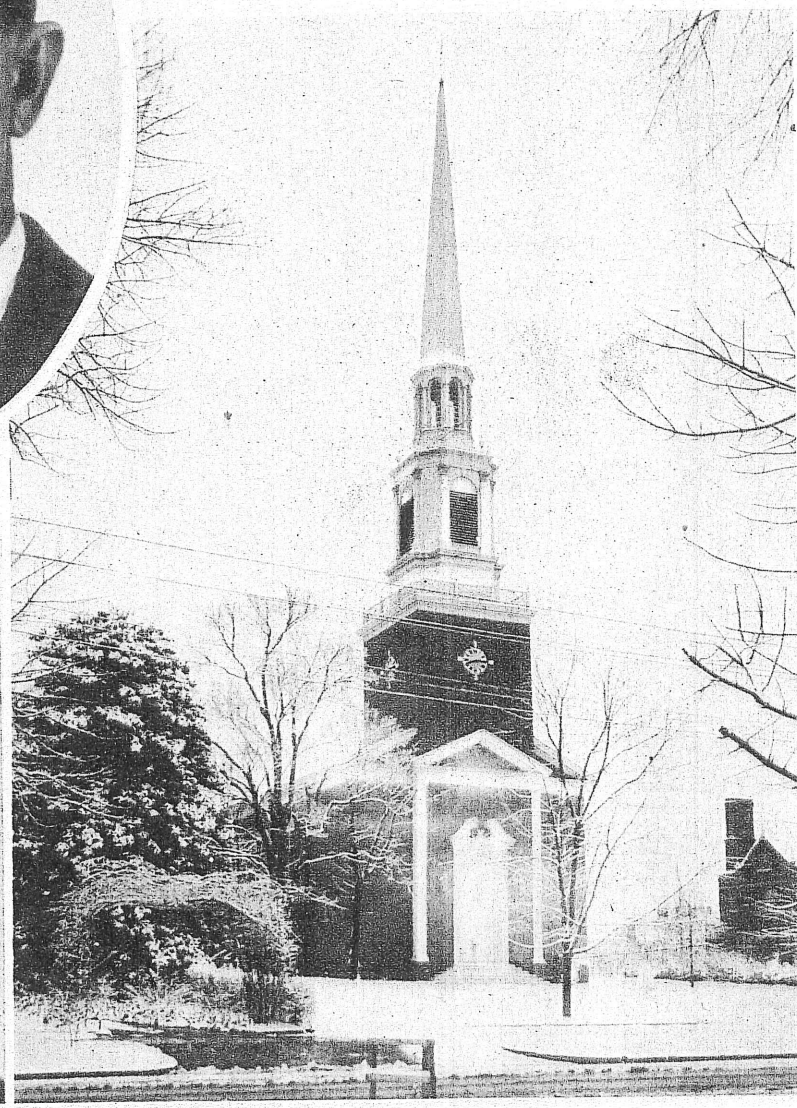
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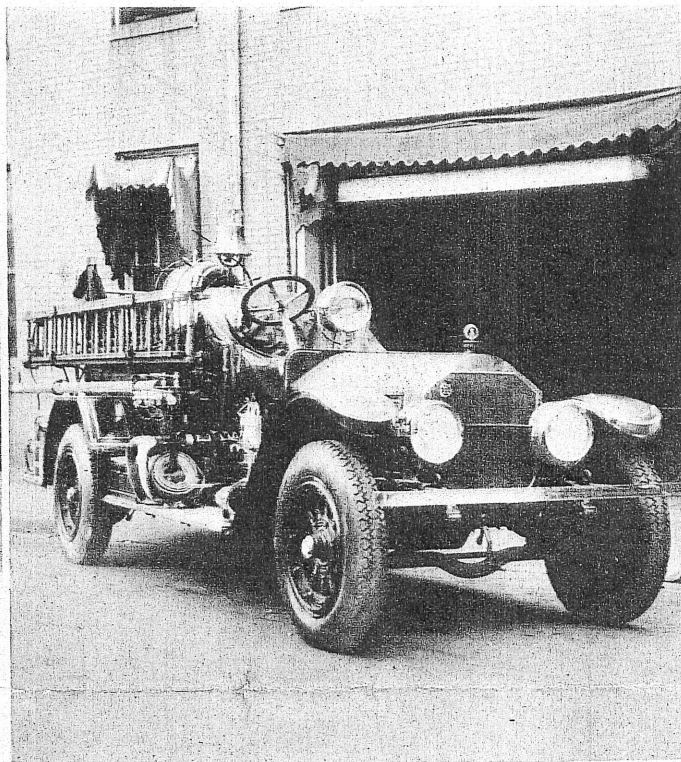
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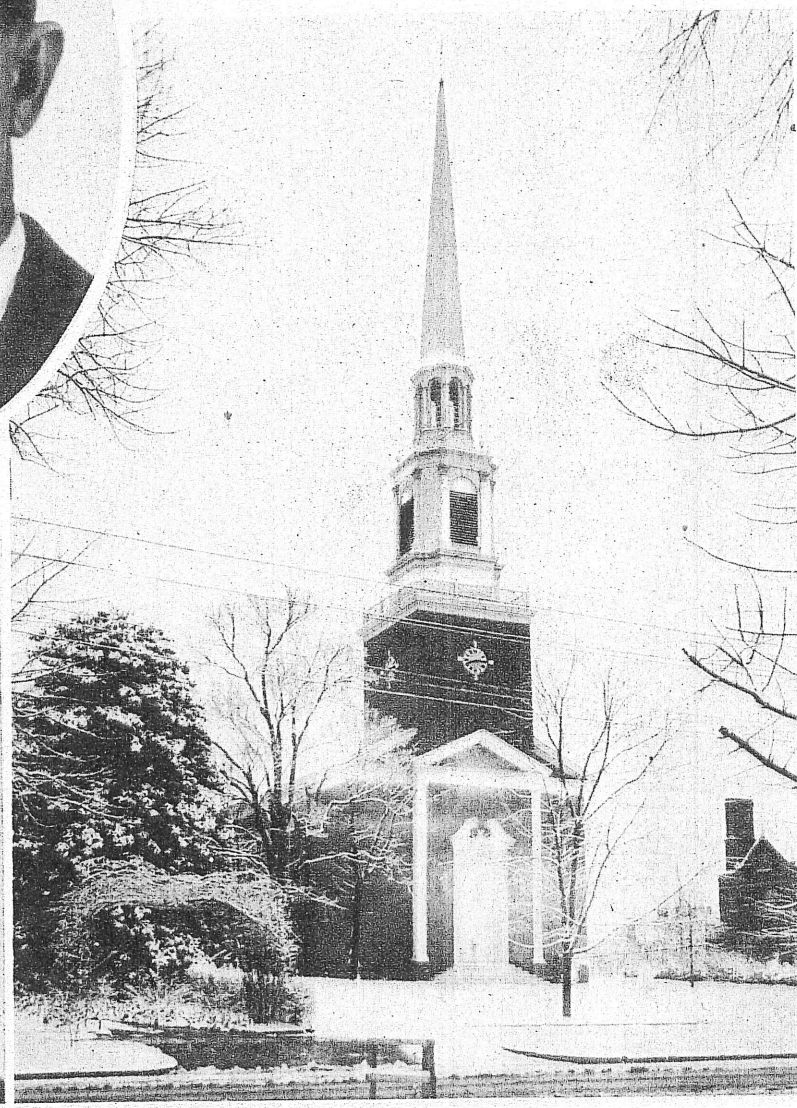
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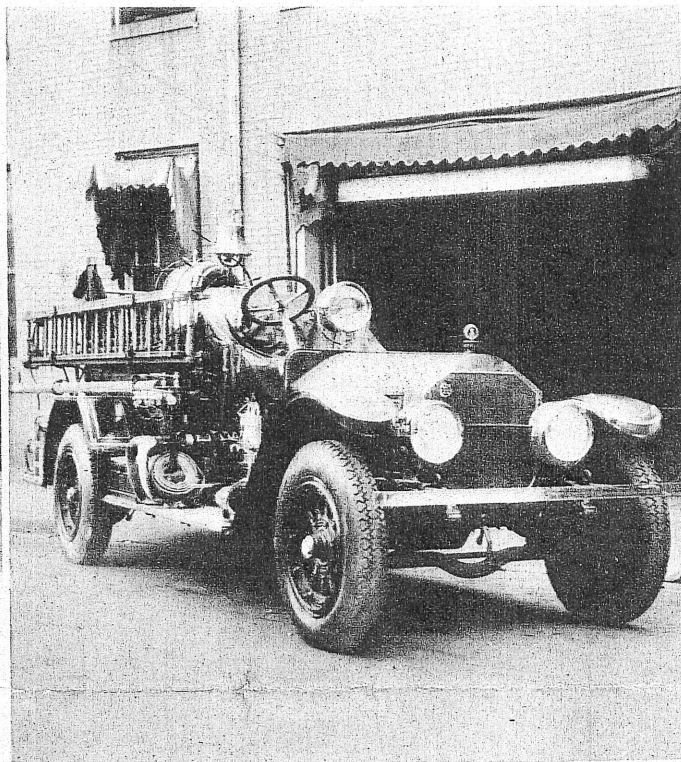
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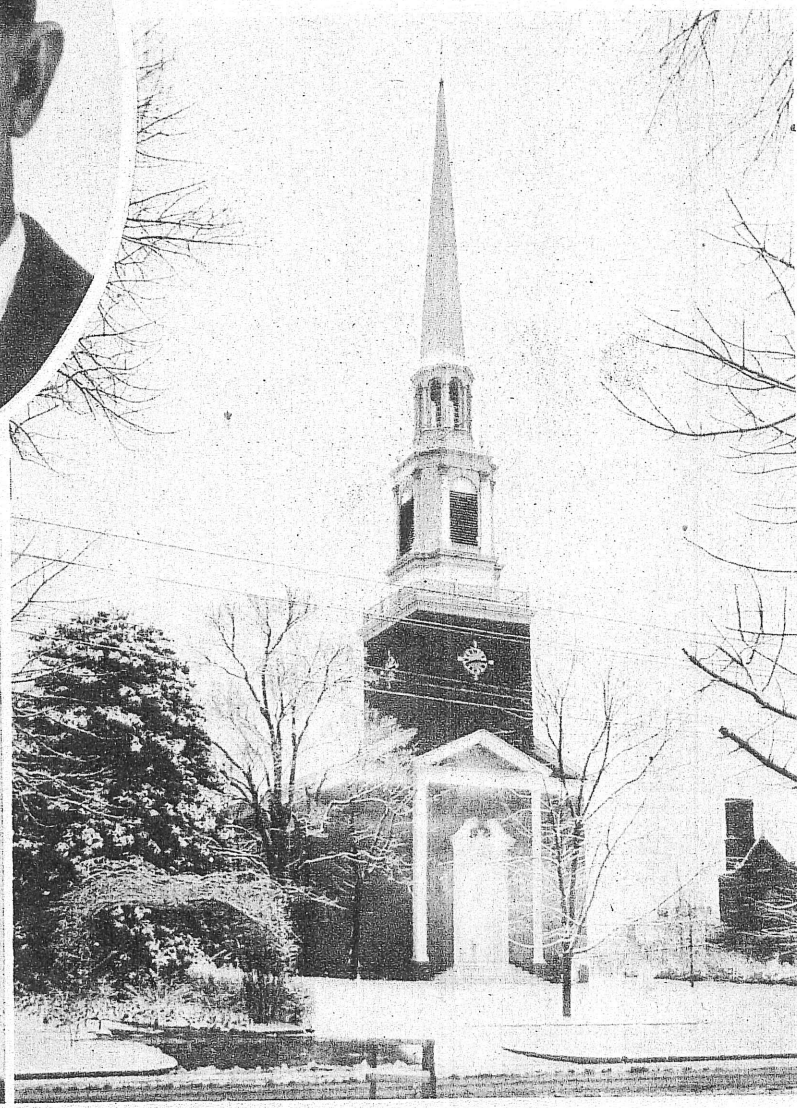
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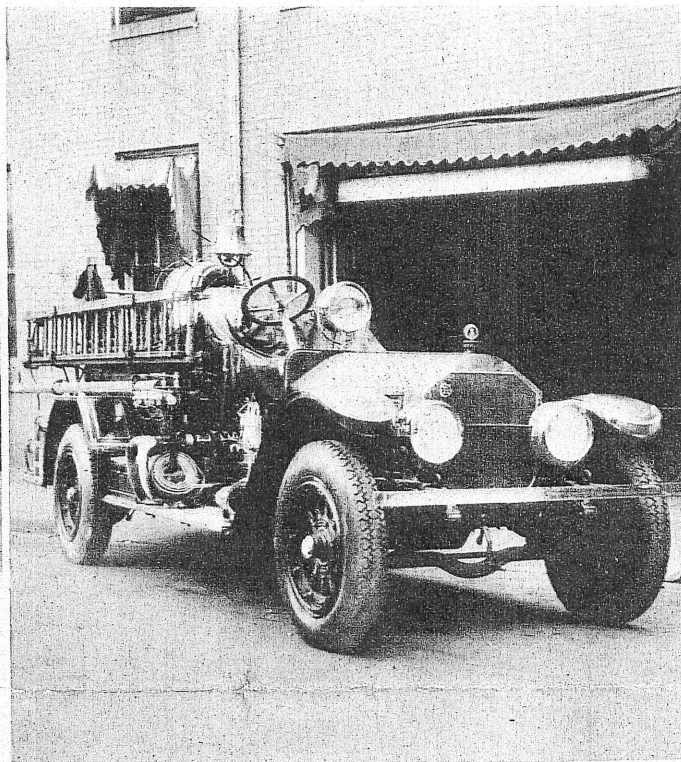
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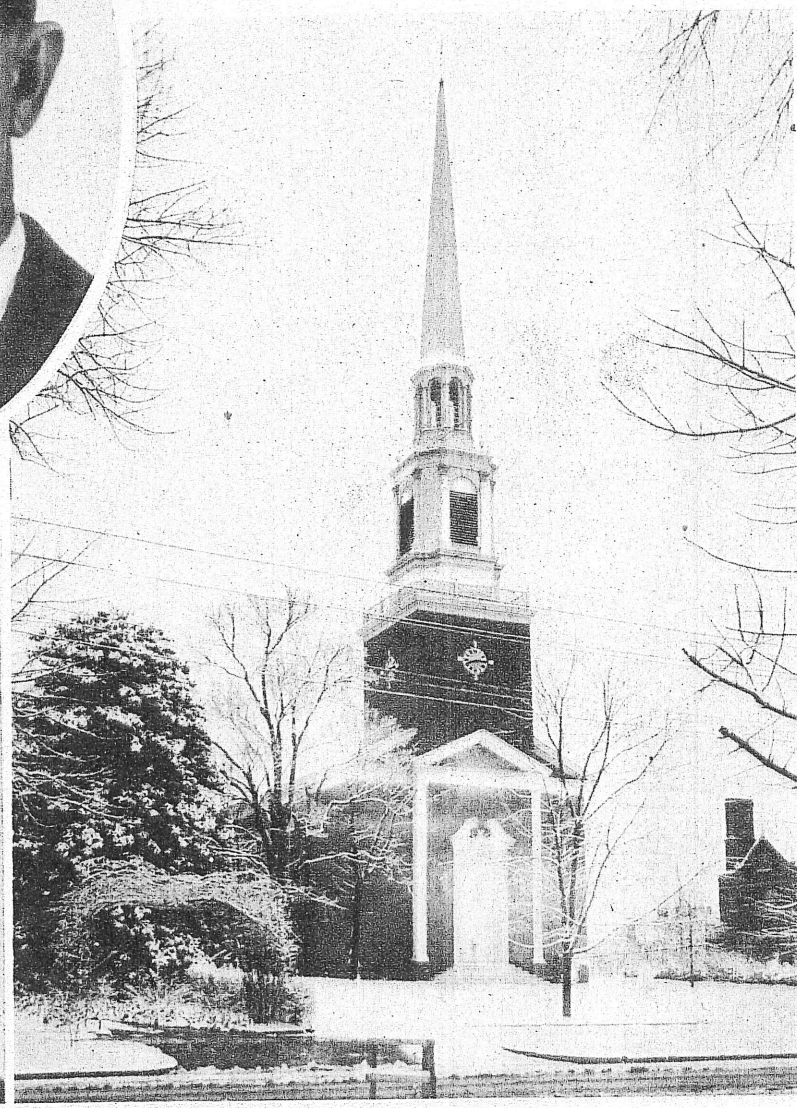
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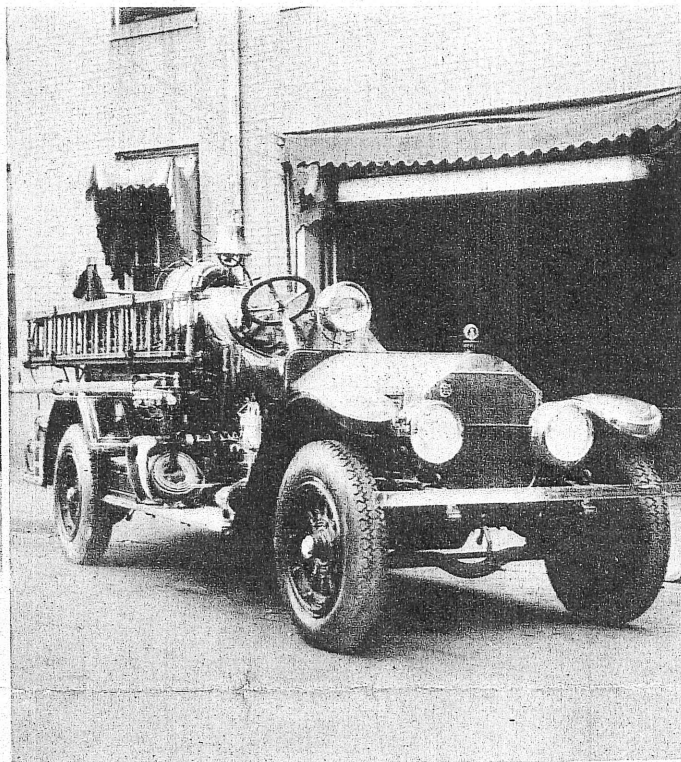
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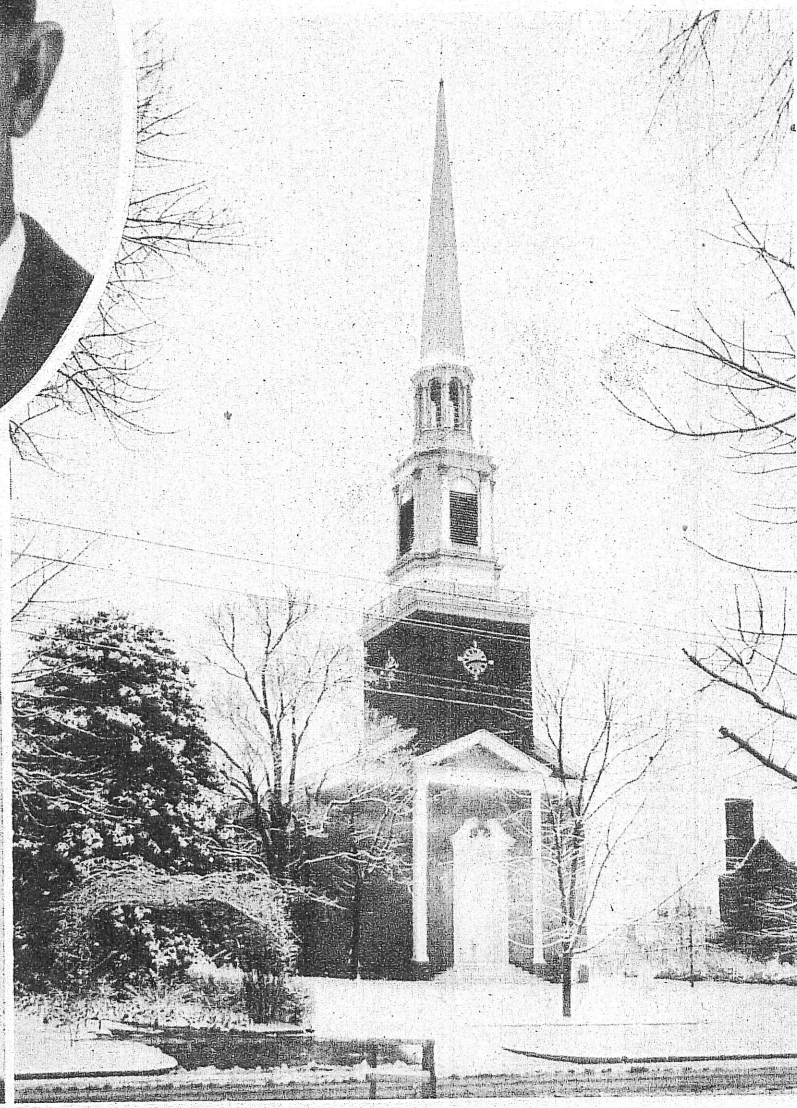
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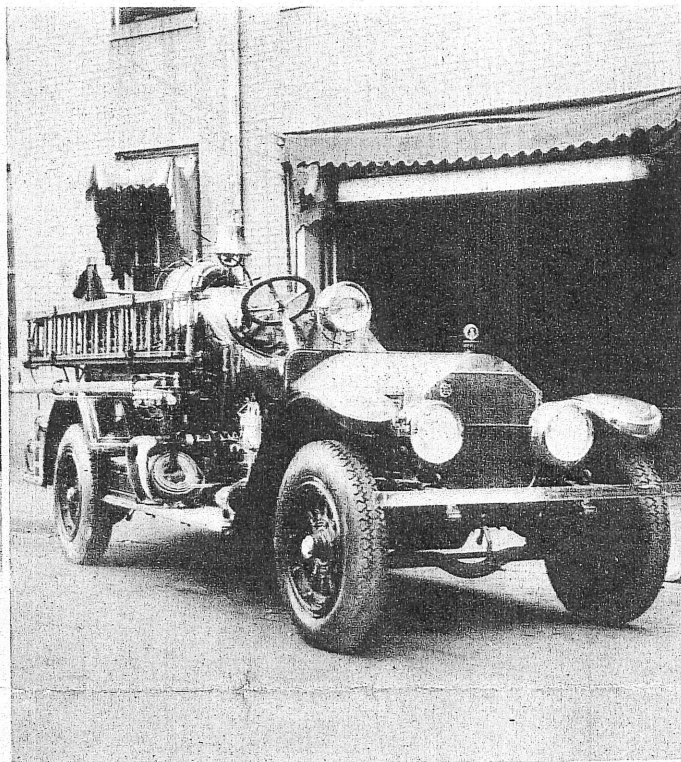
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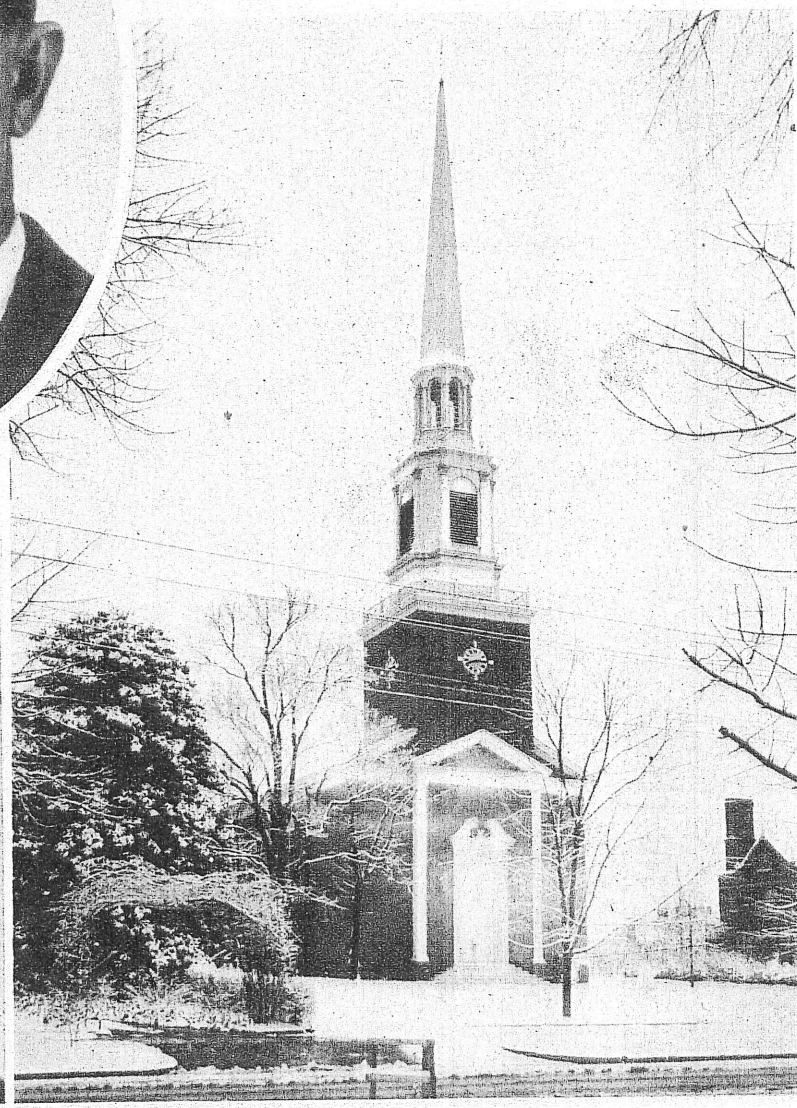
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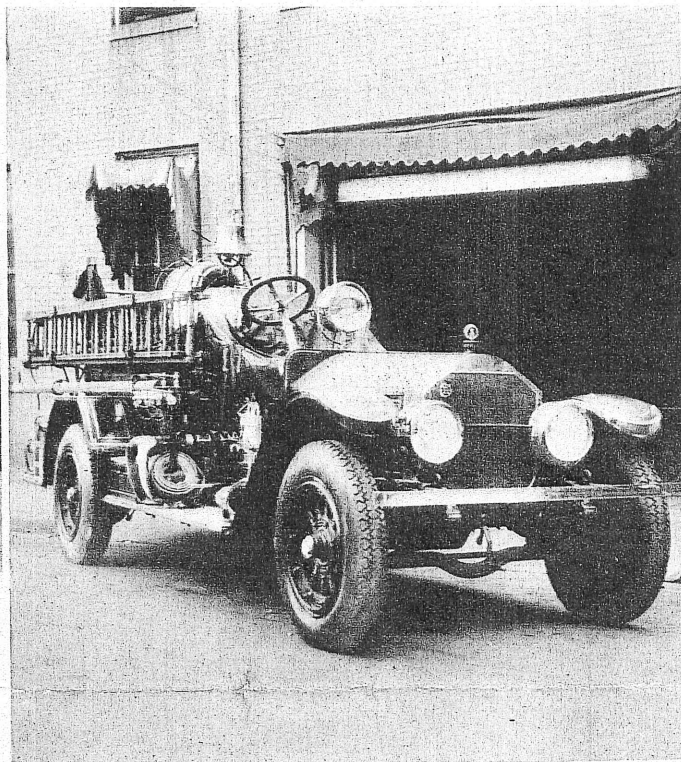
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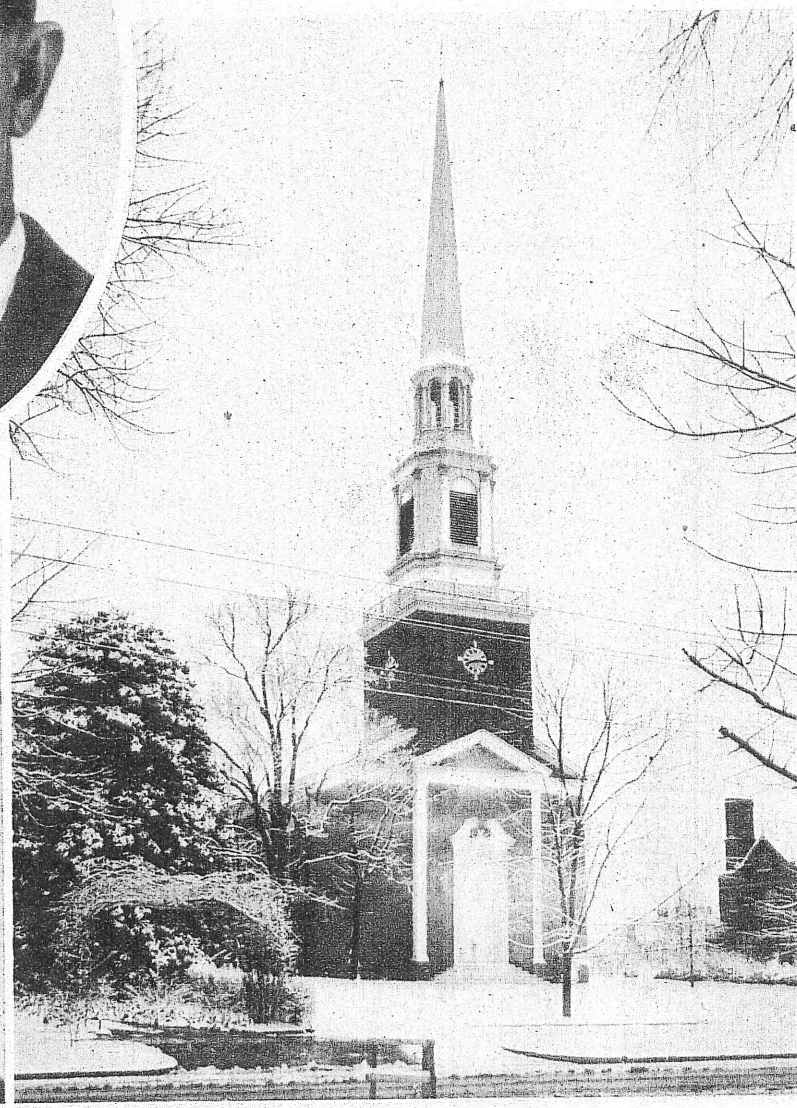
First Presbyterian Church



Police Department



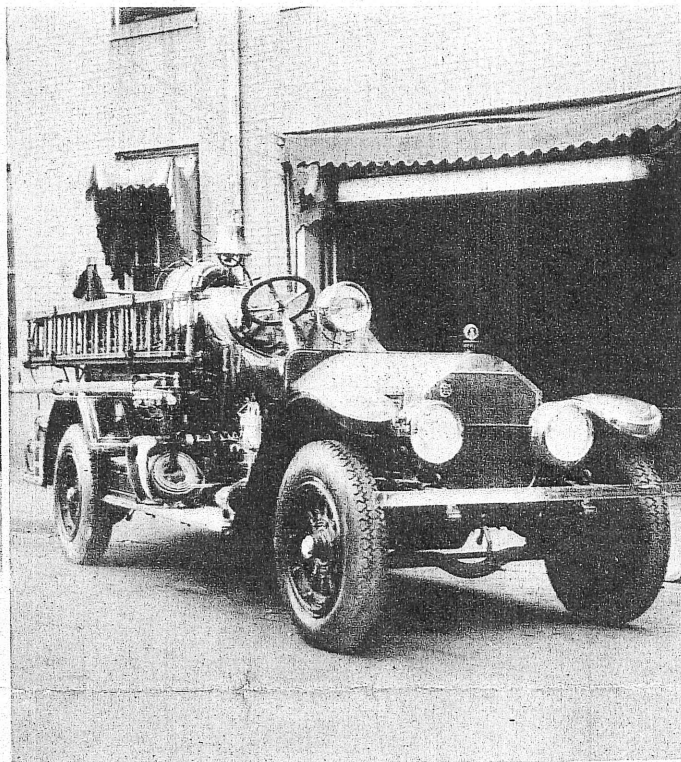
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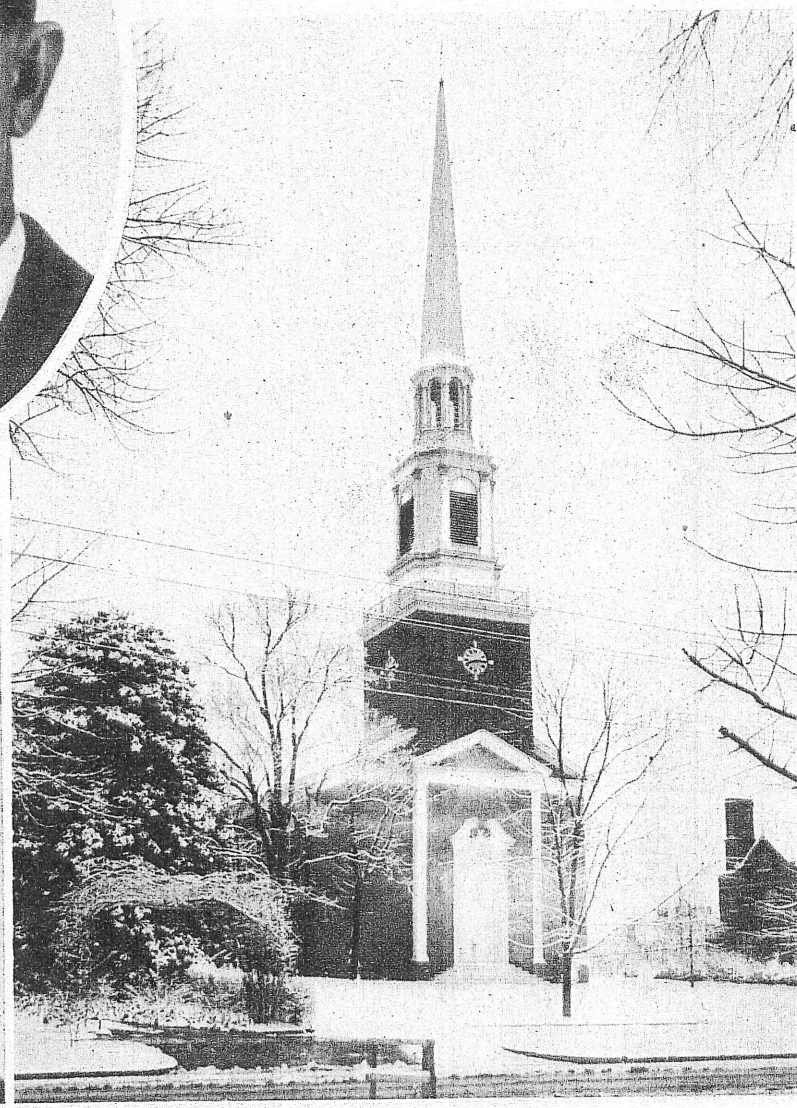
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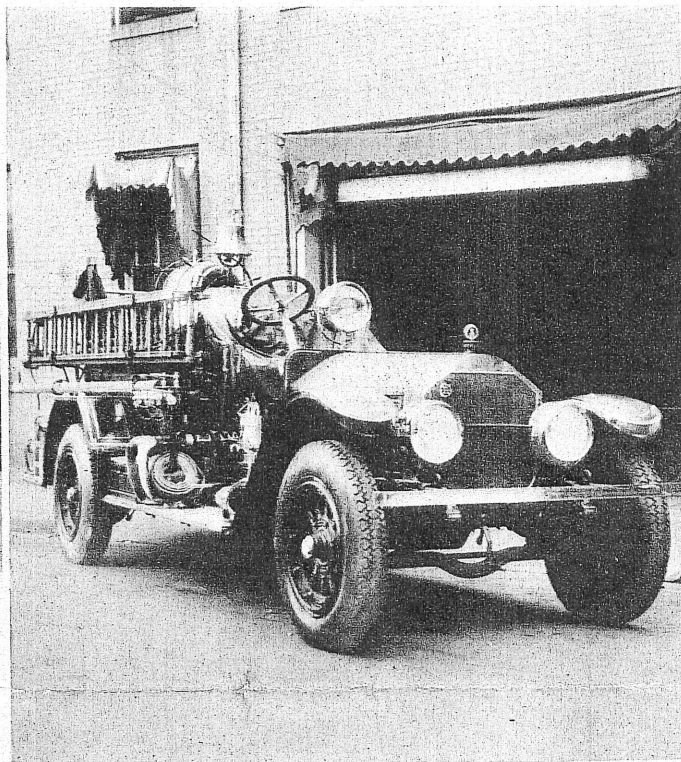
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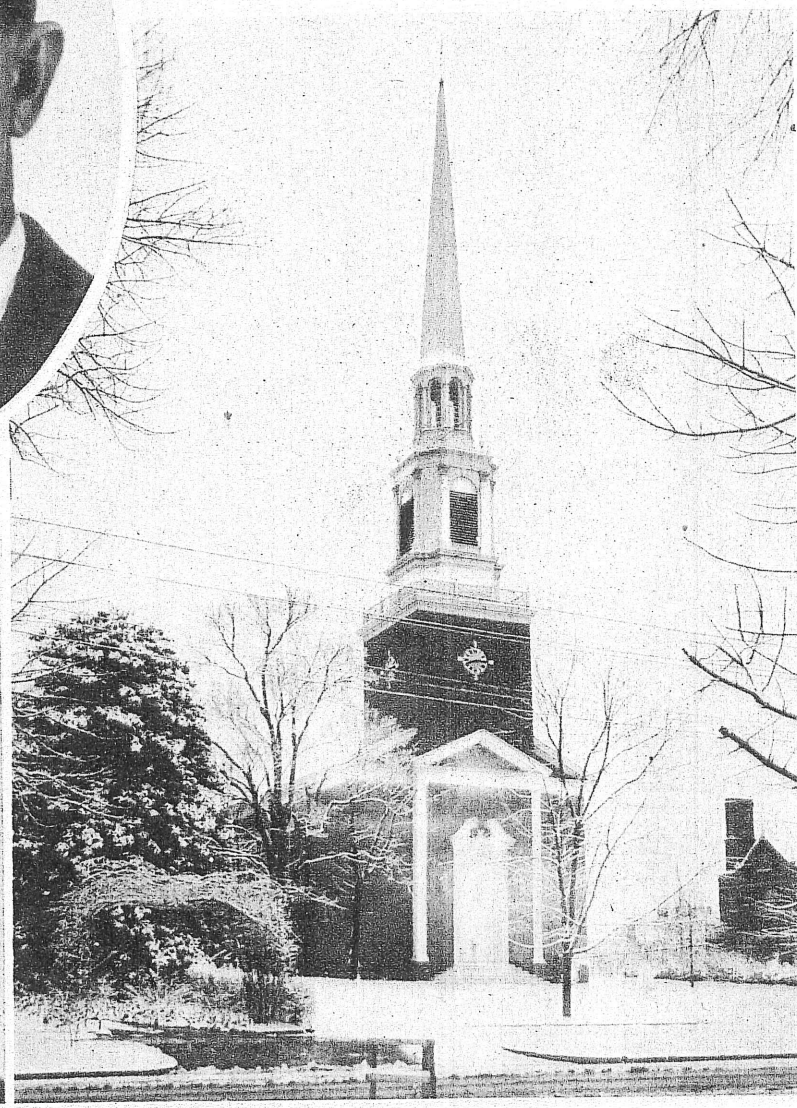
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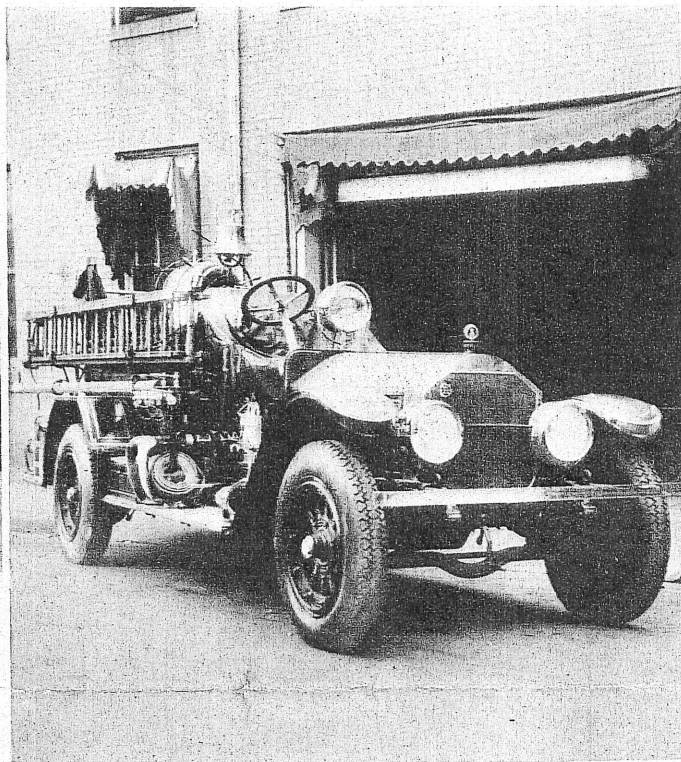
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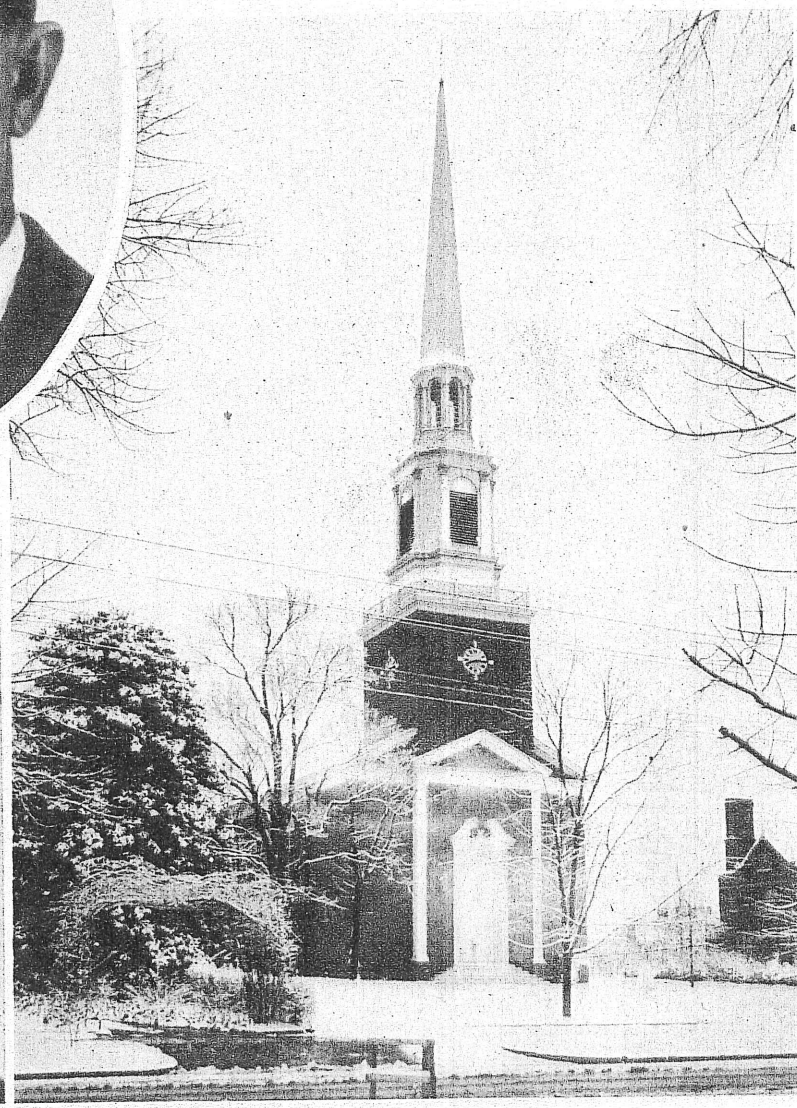
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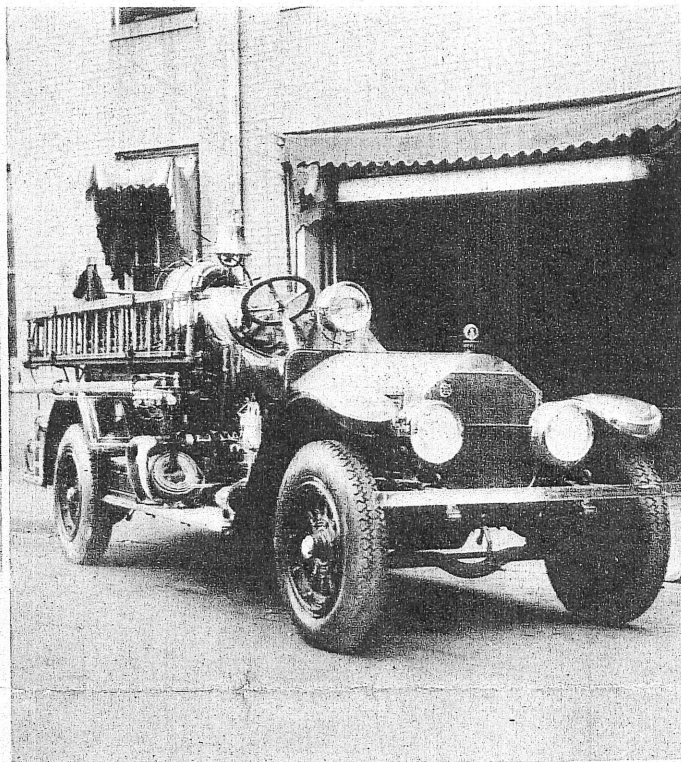
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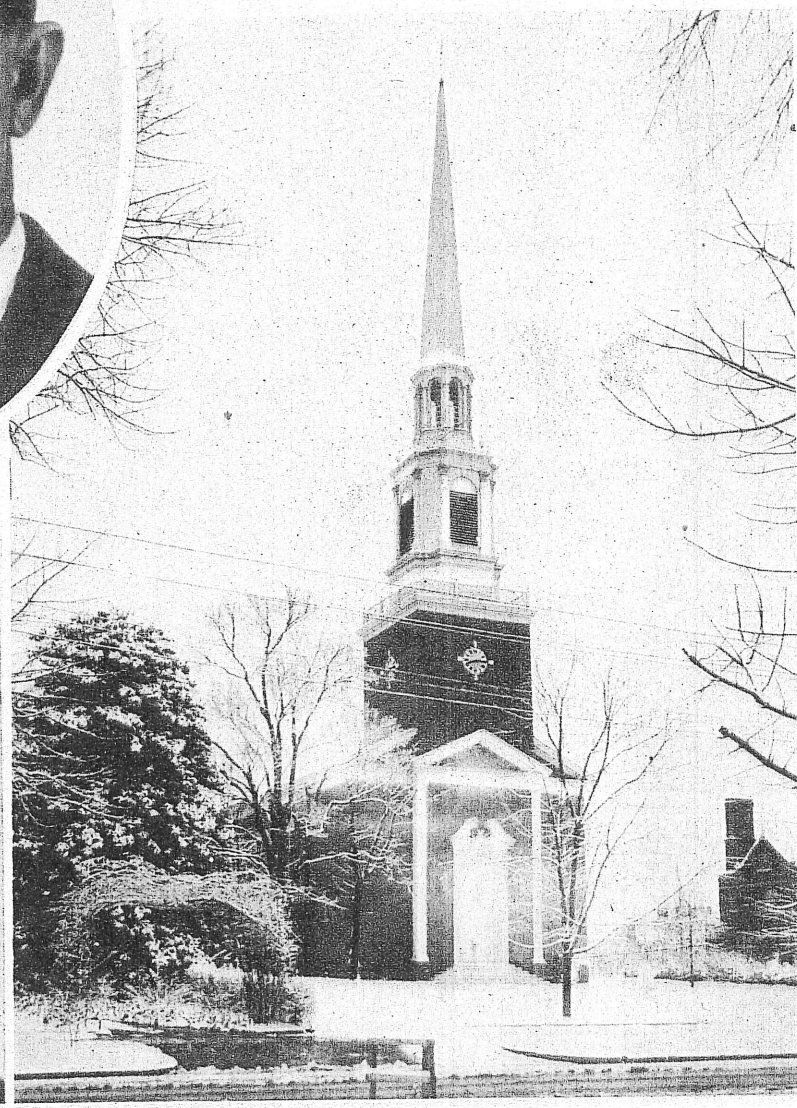
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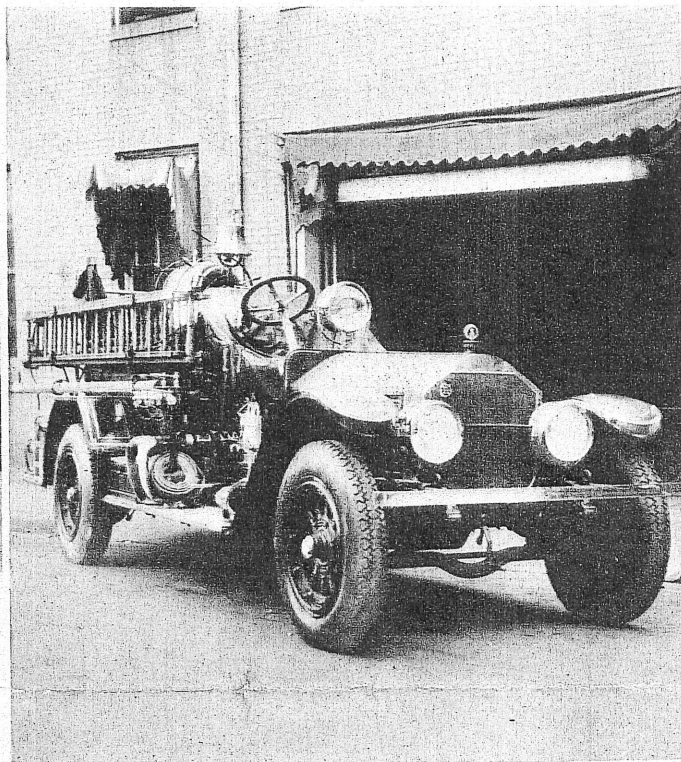
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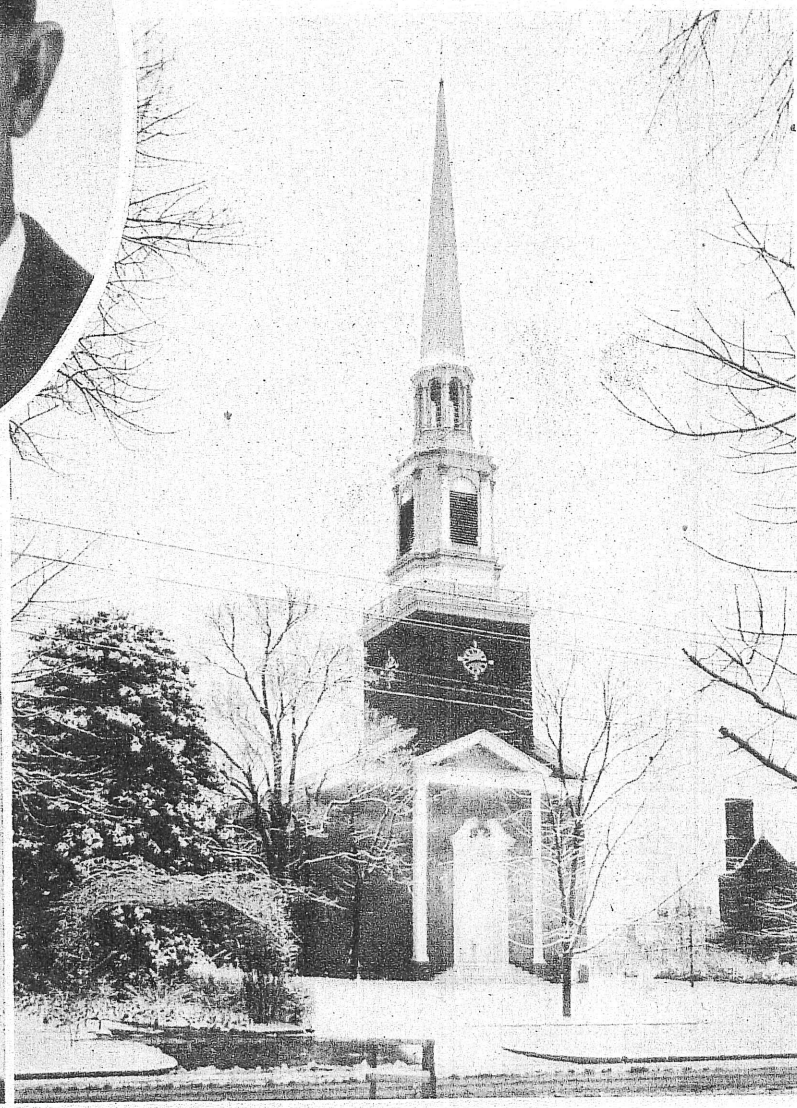
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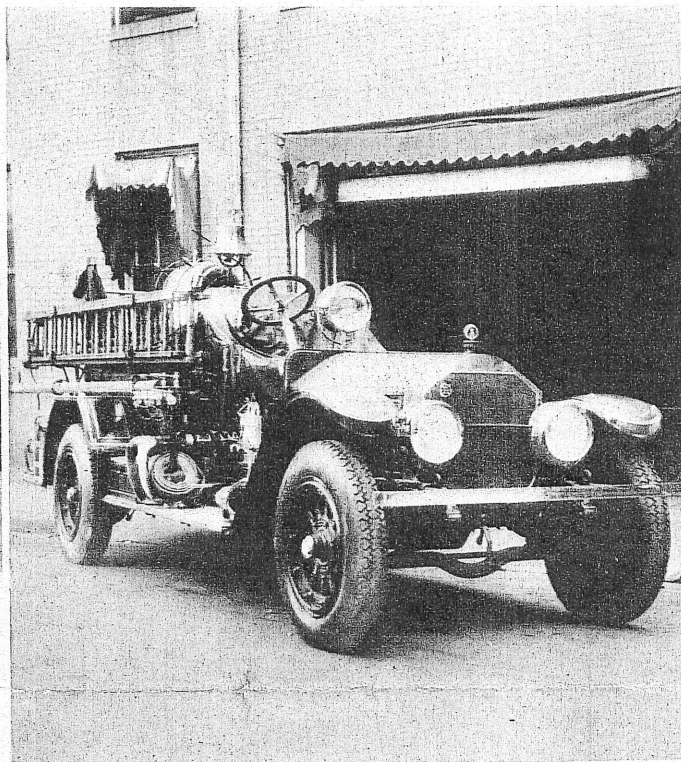
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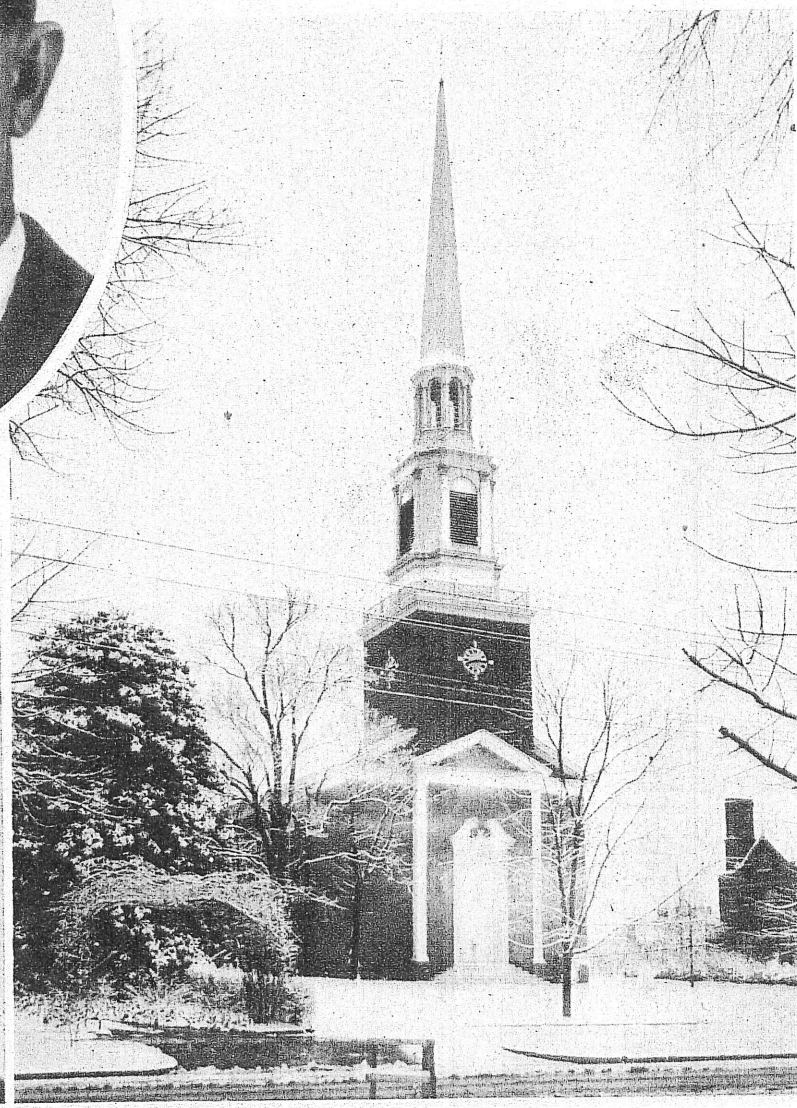
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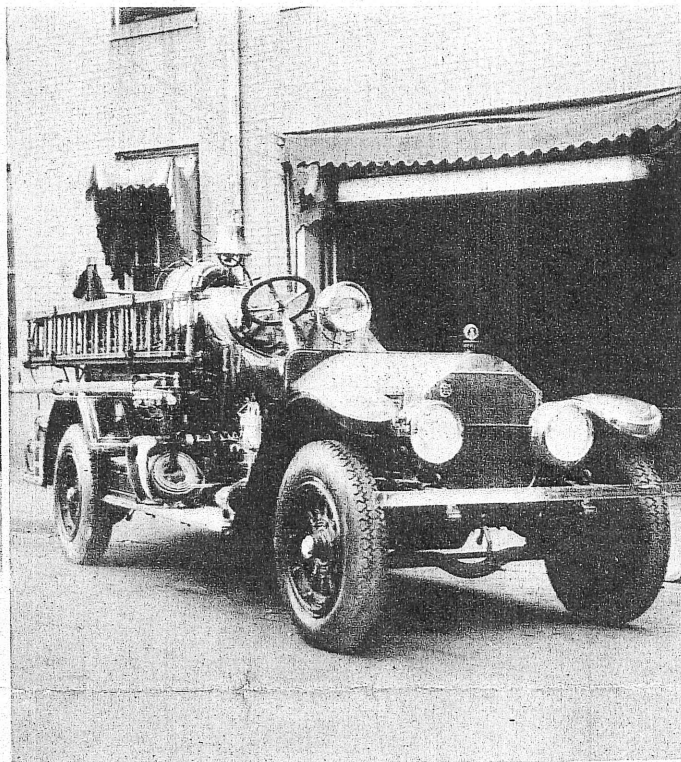
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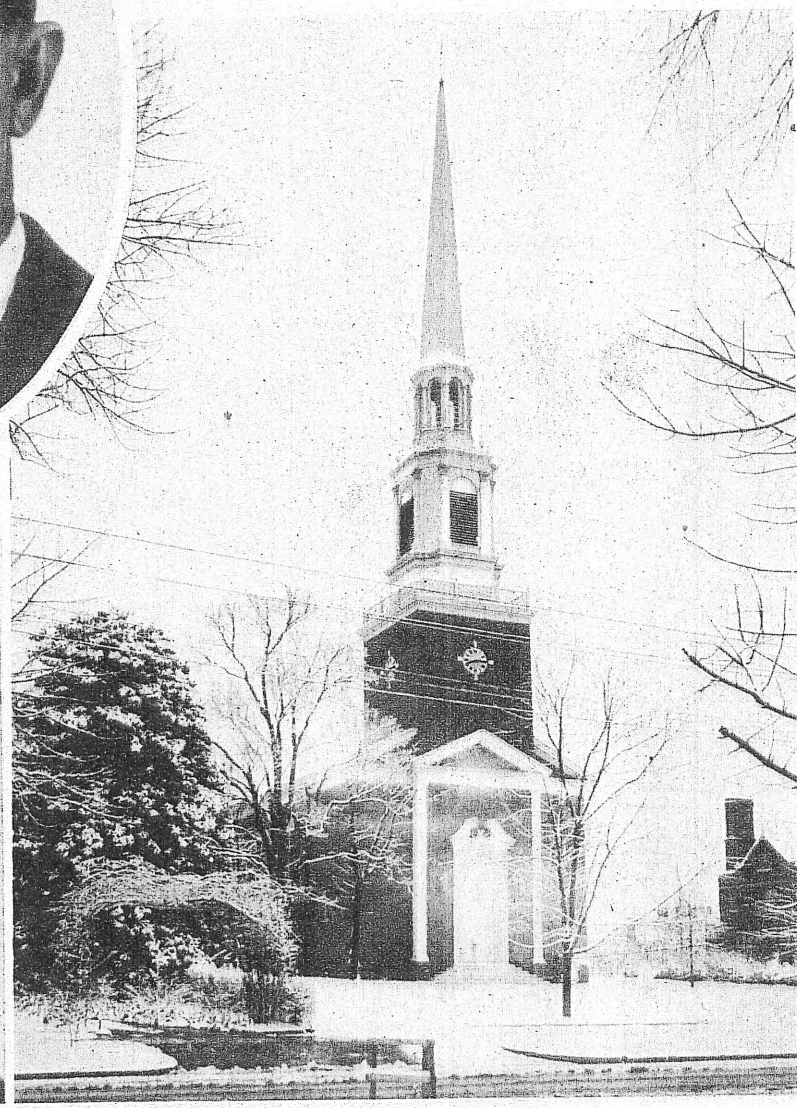
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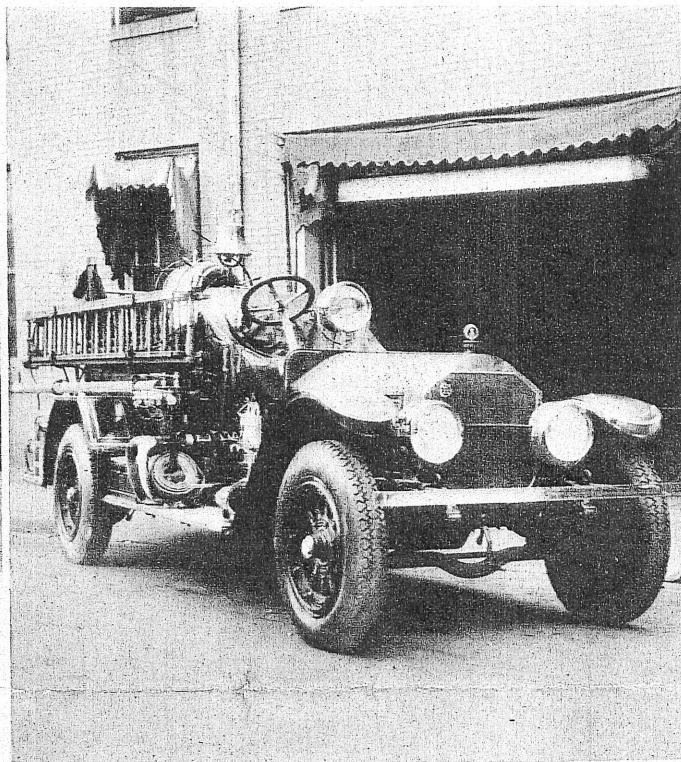
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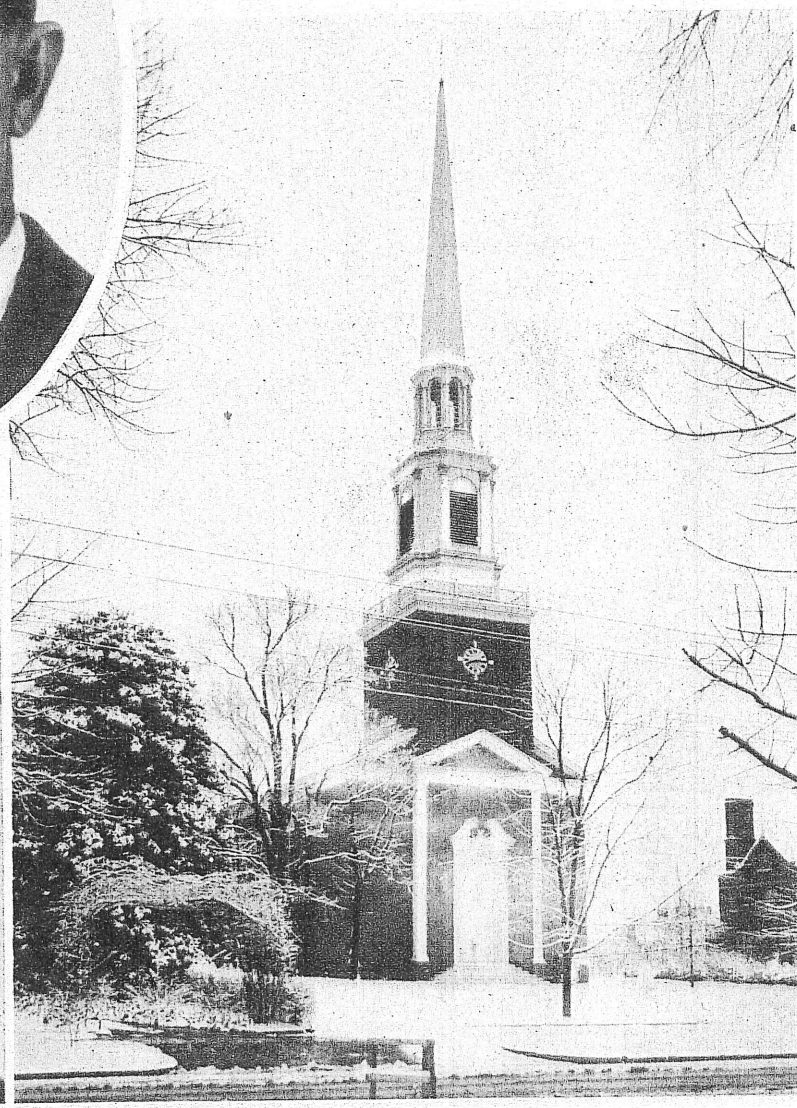
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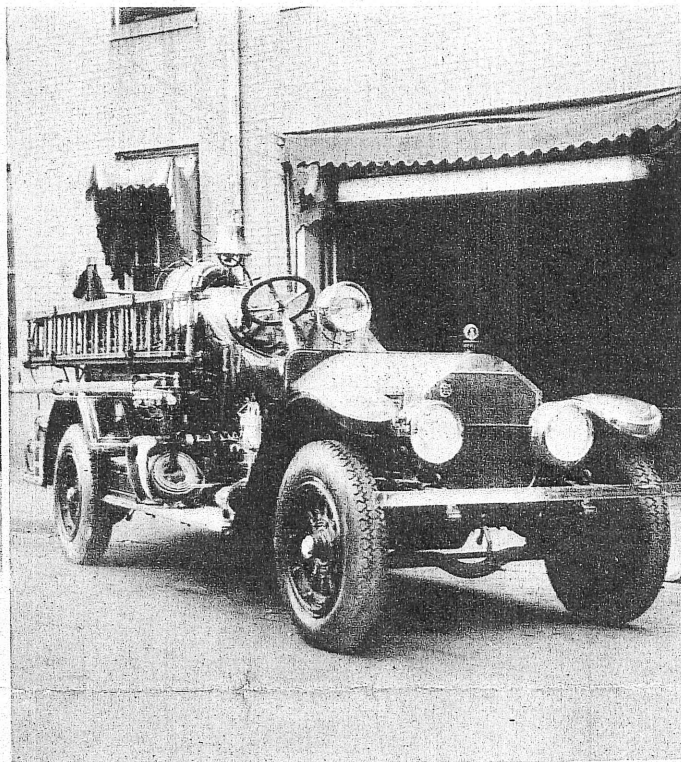
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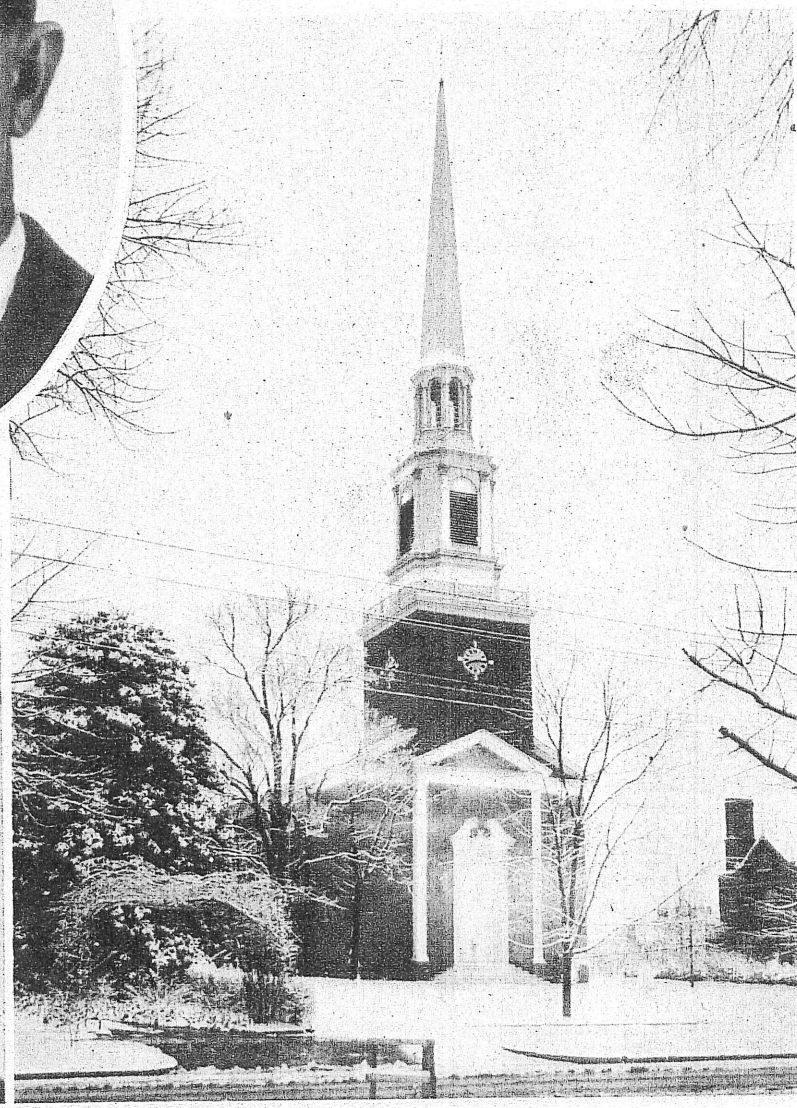
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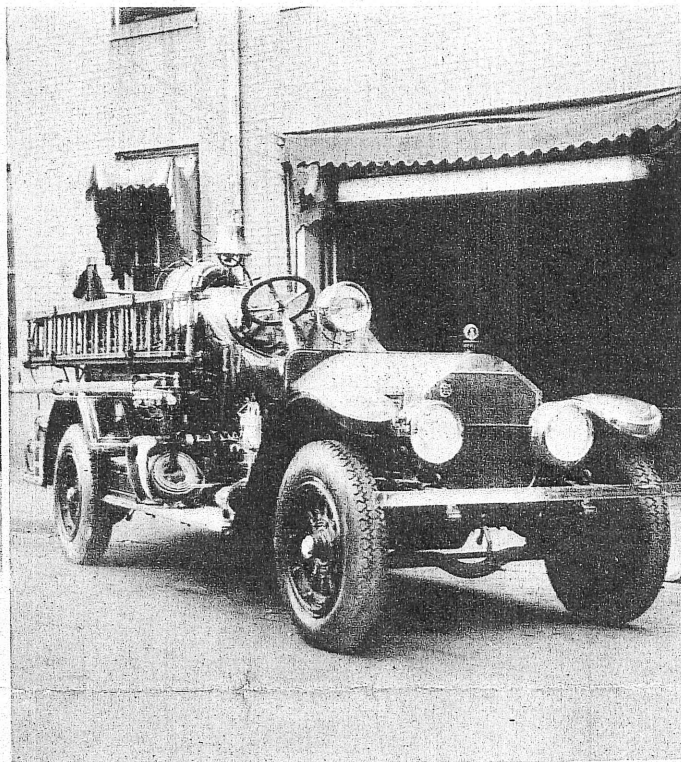
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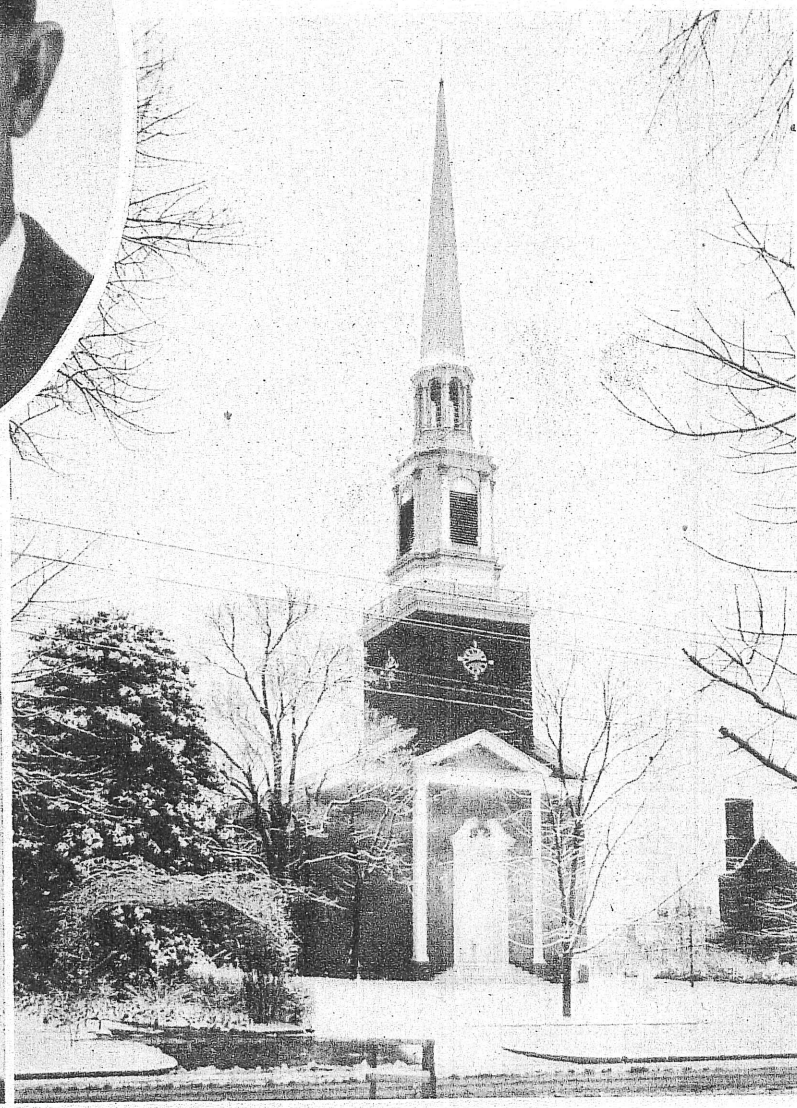
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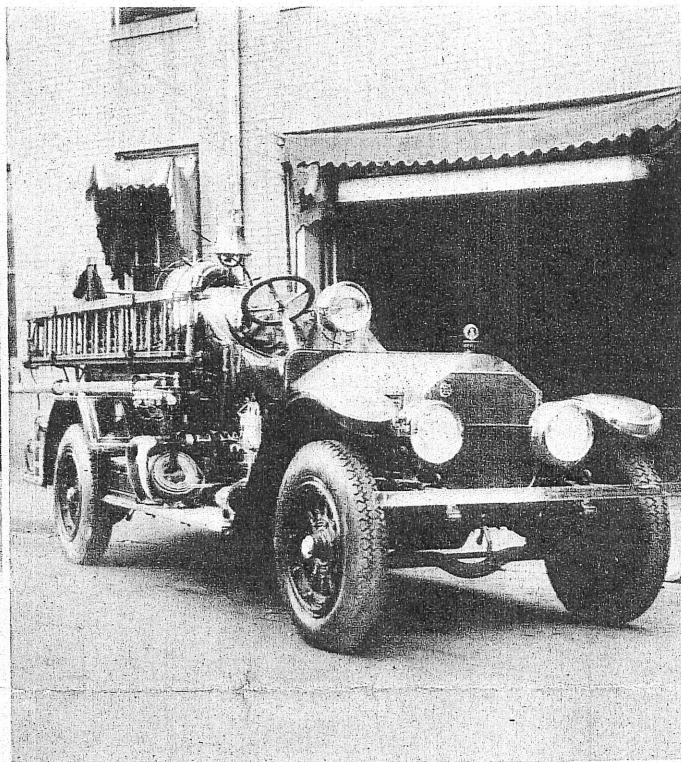
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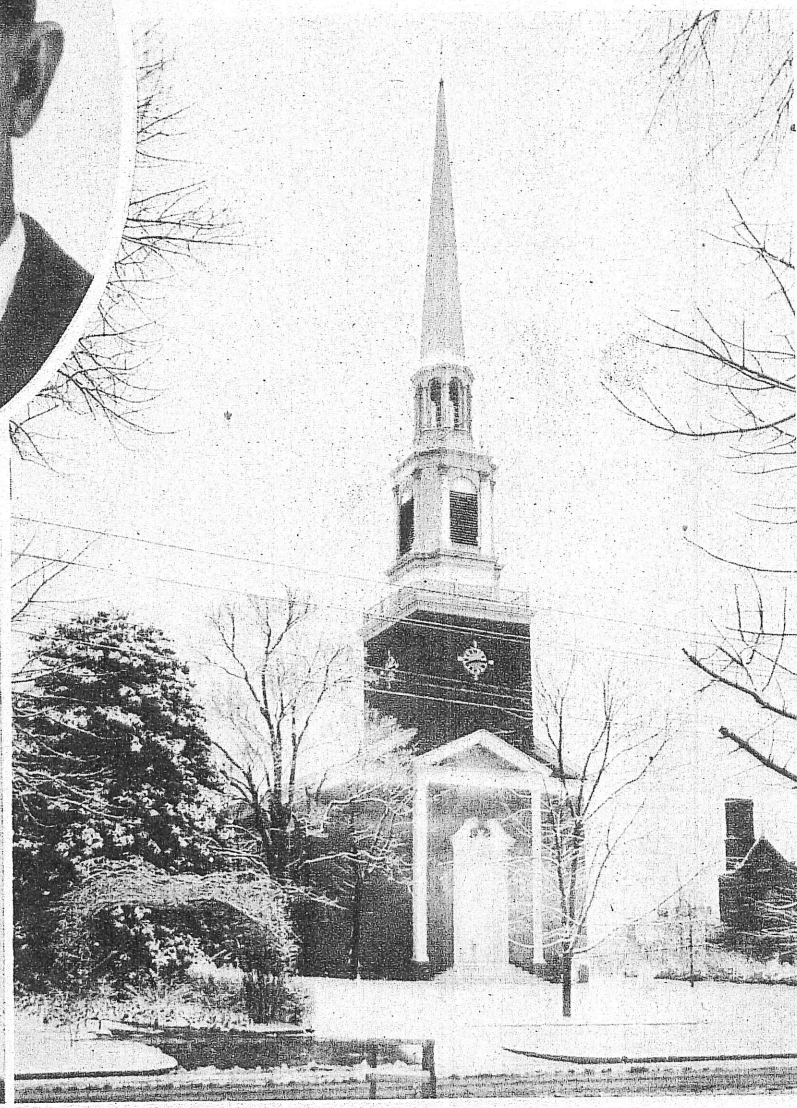
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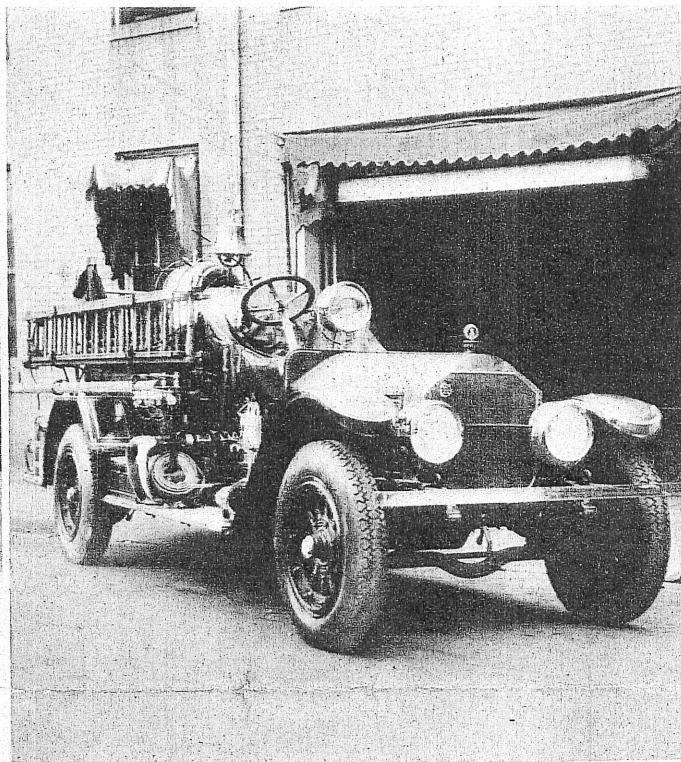
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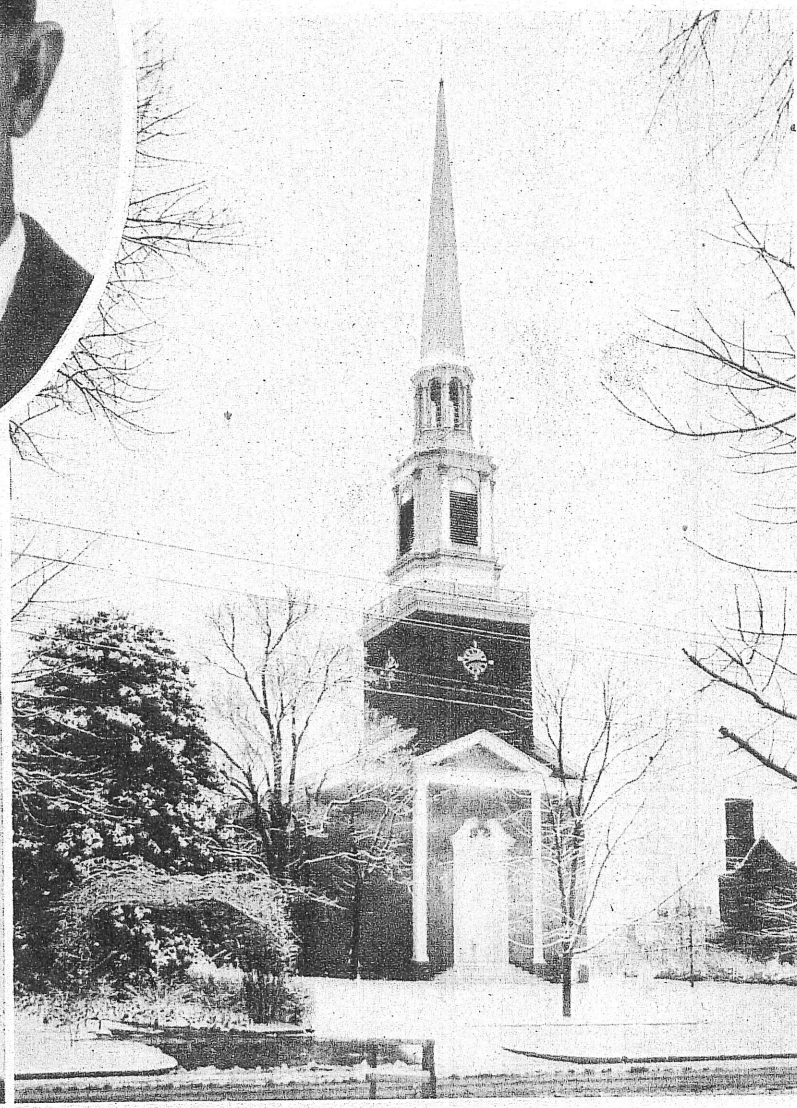
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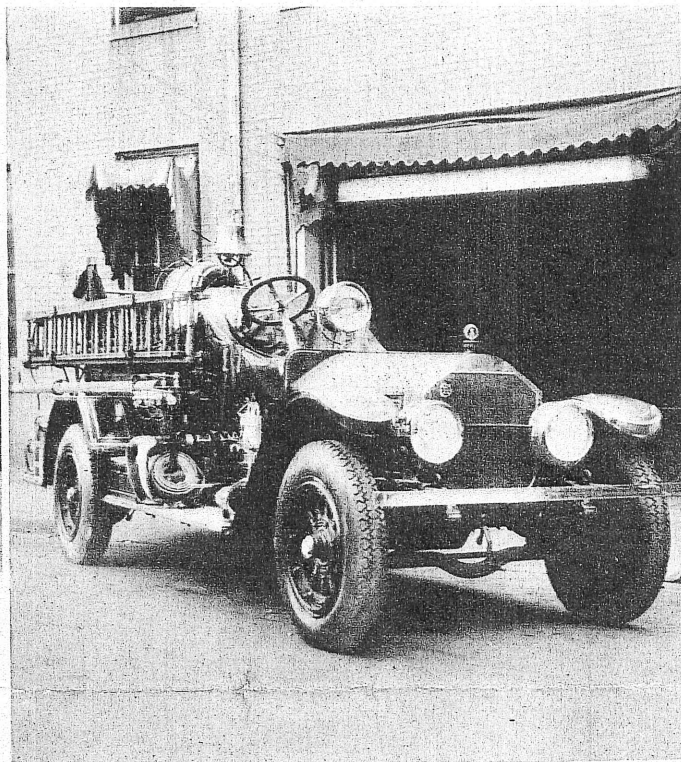
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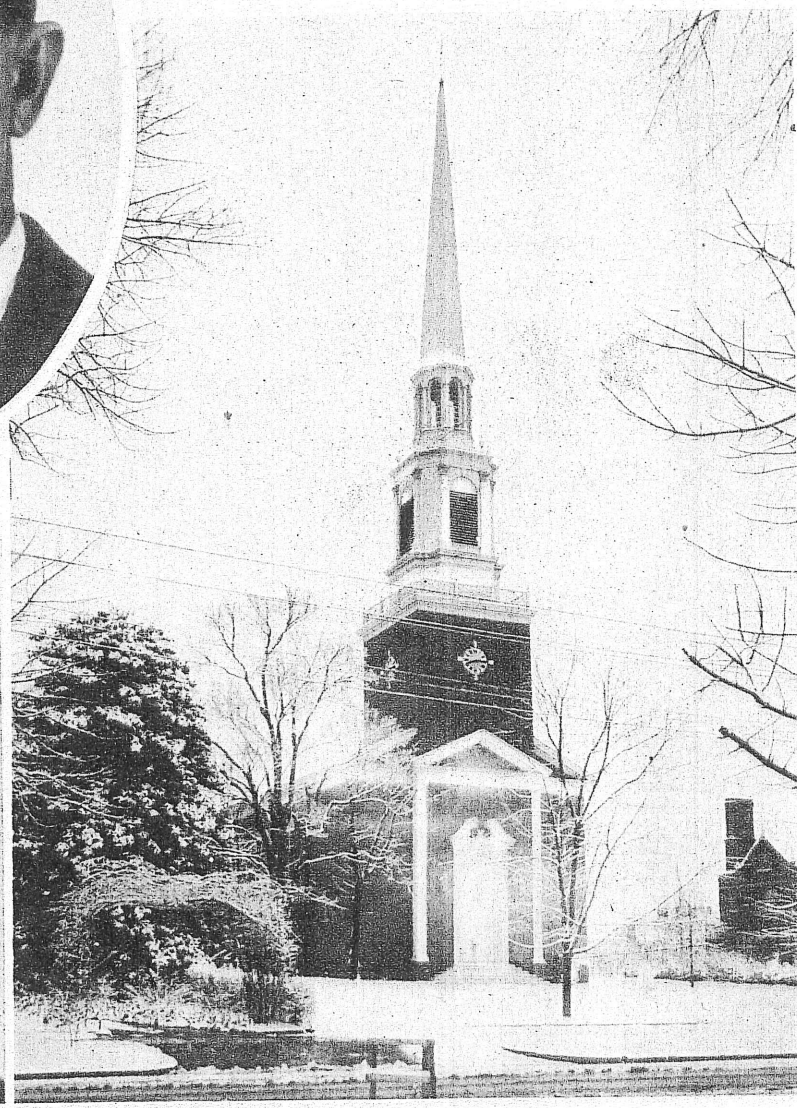
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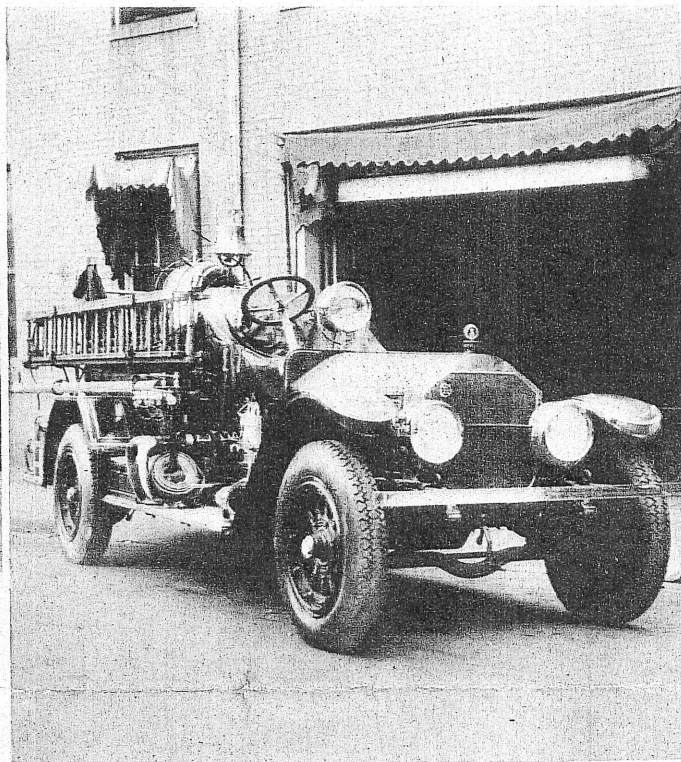
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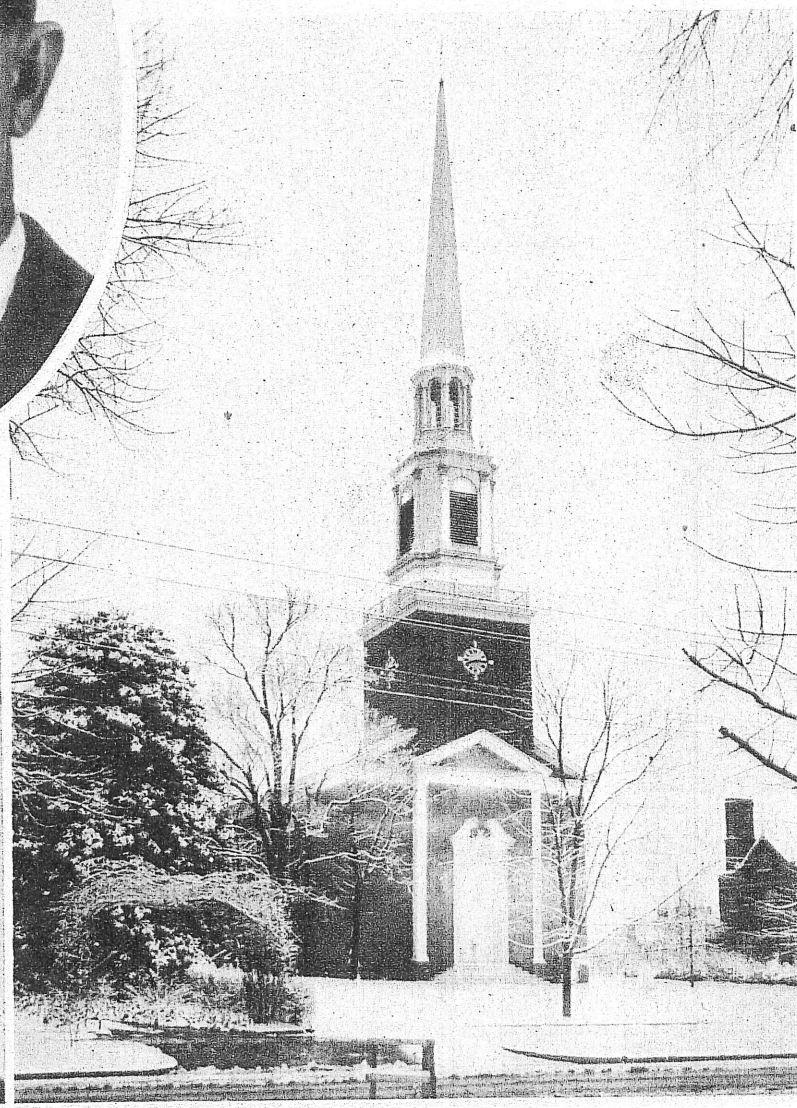
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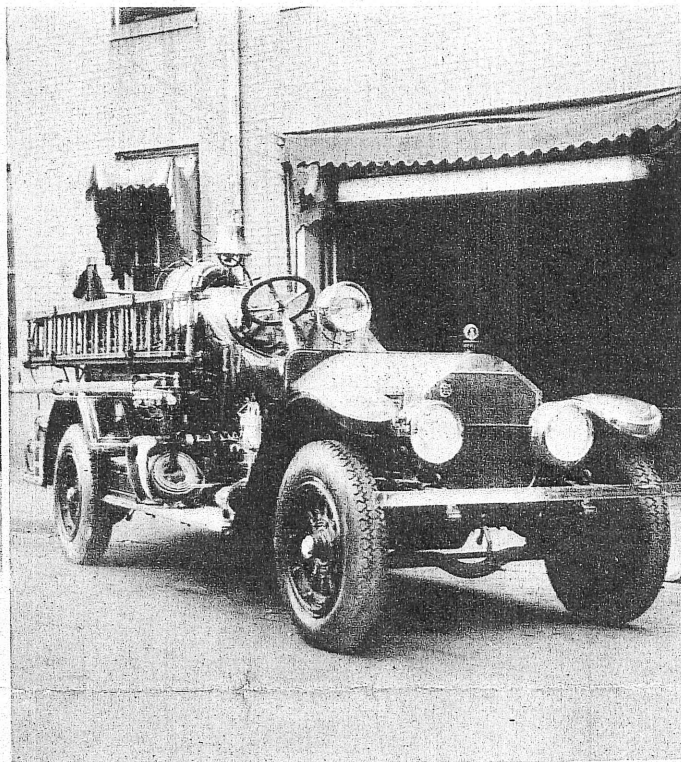
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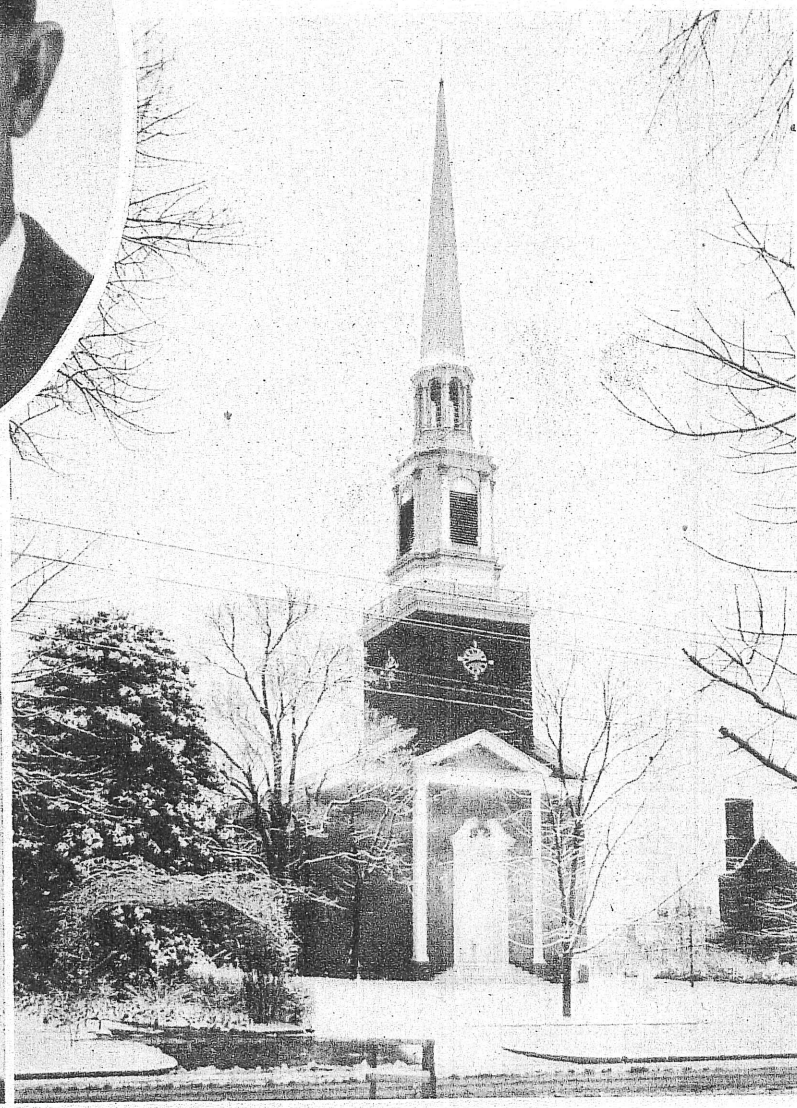
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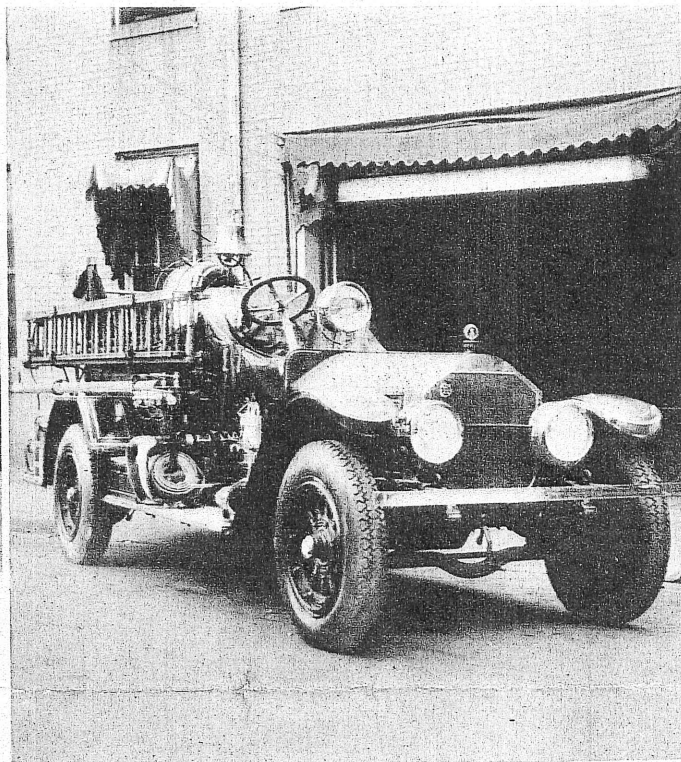
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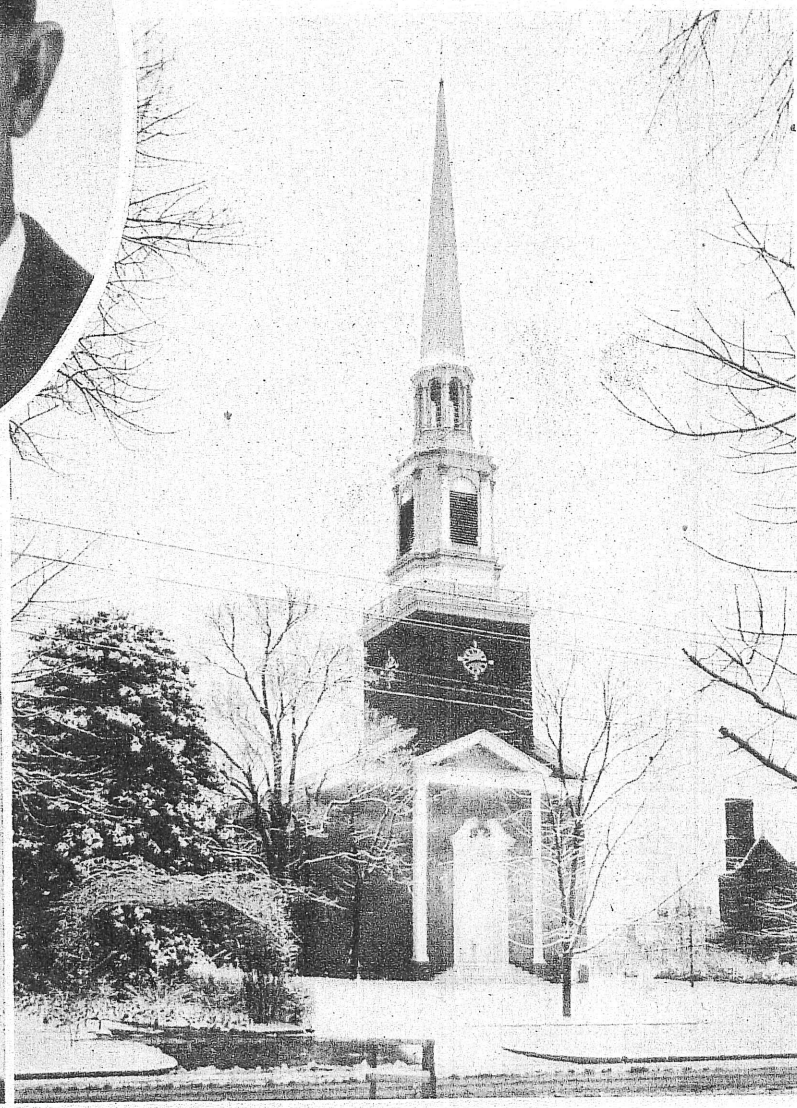
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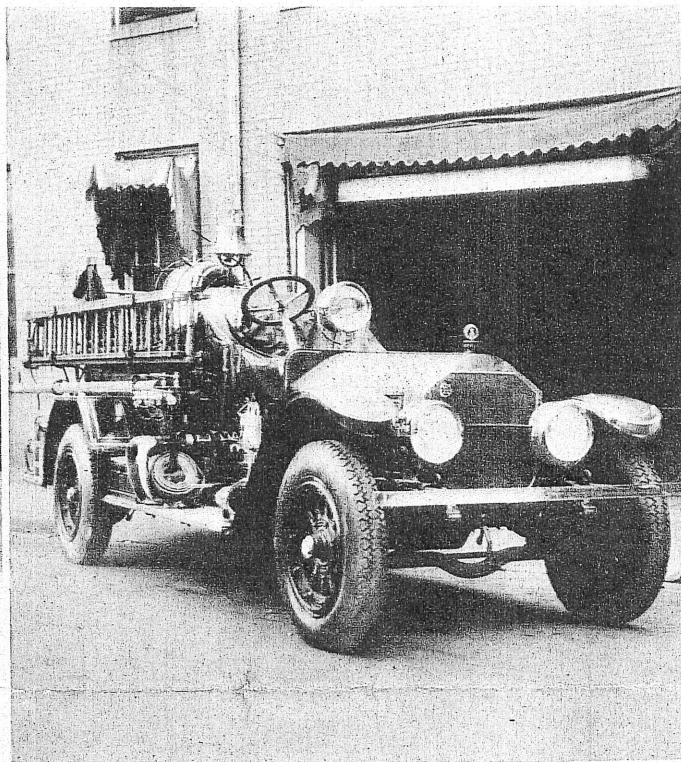
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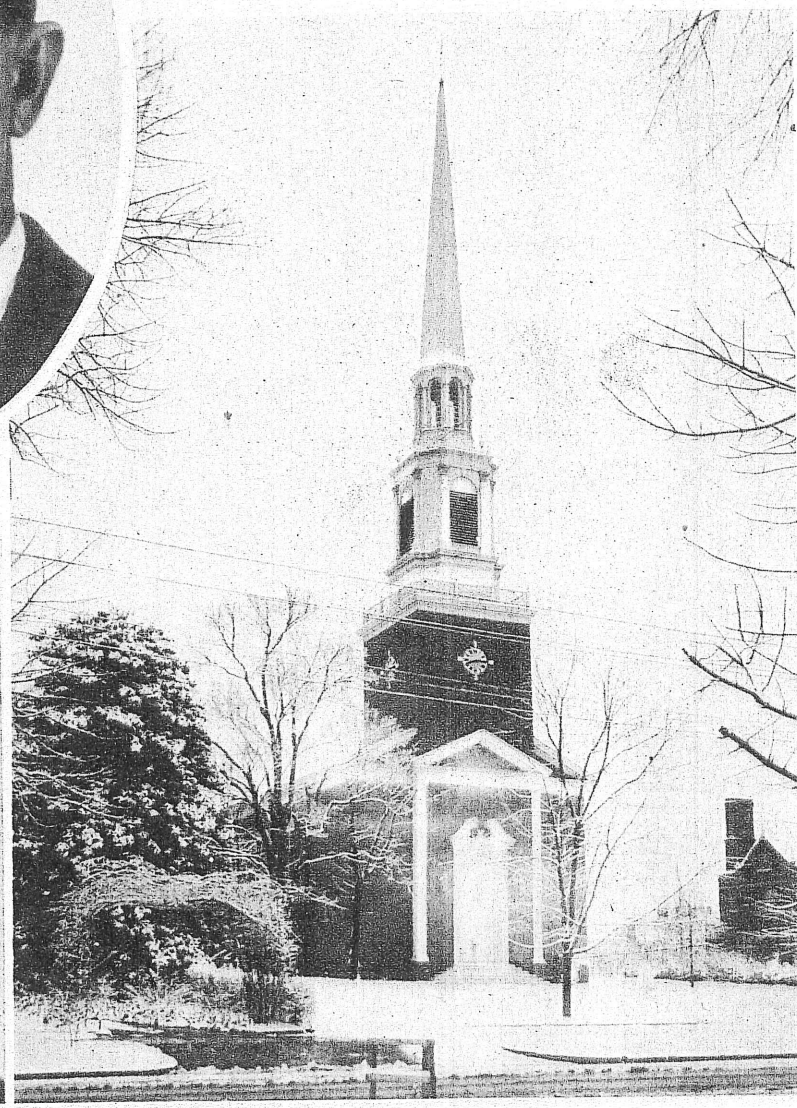
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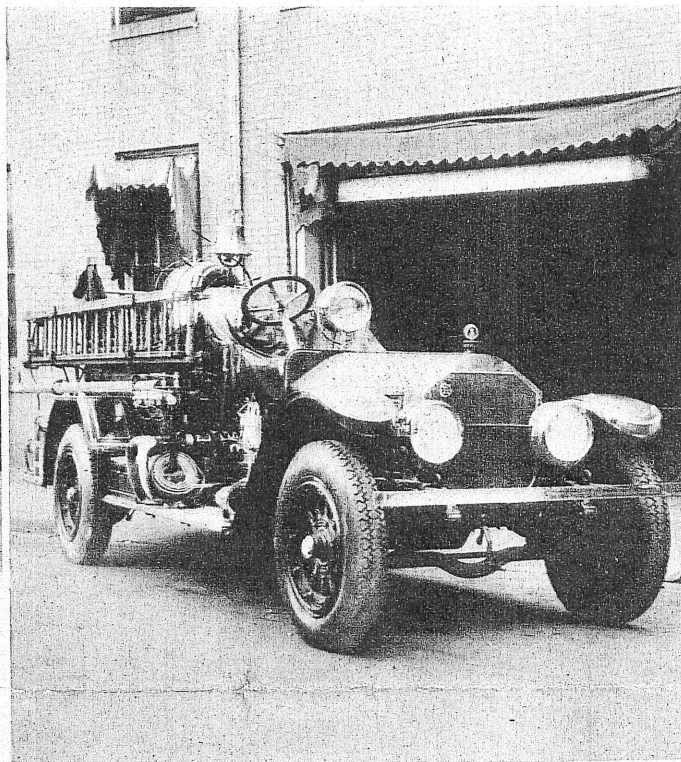
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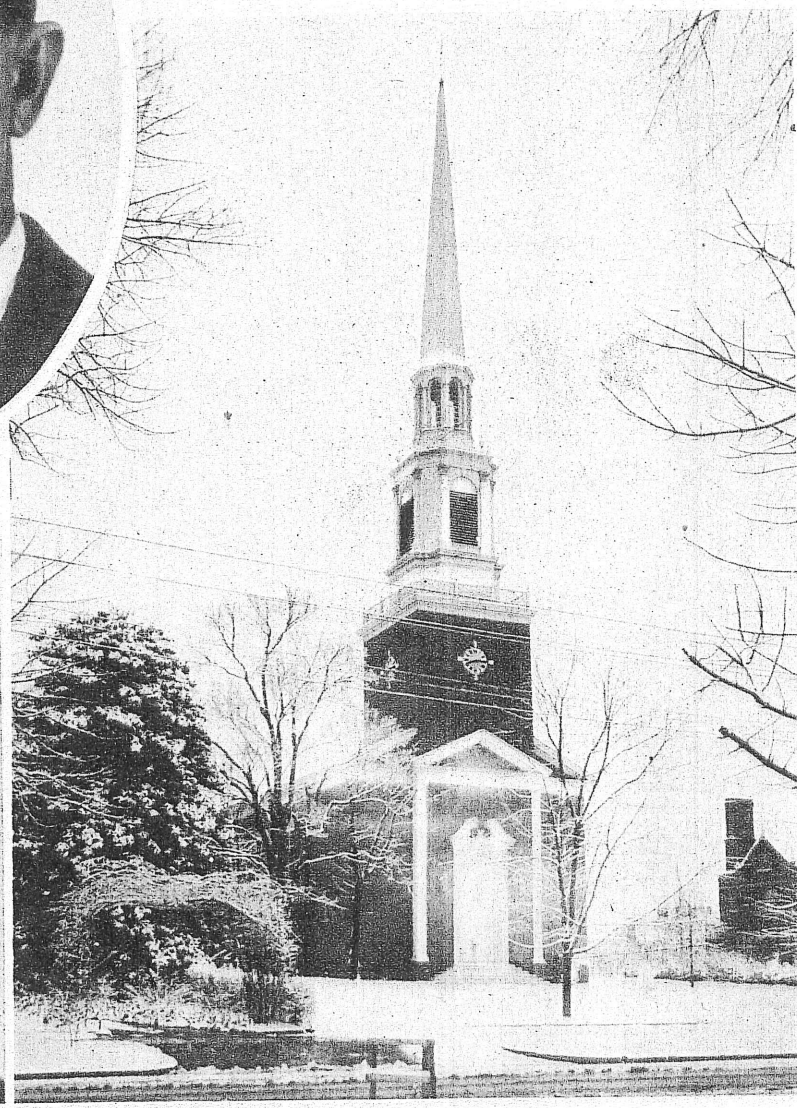
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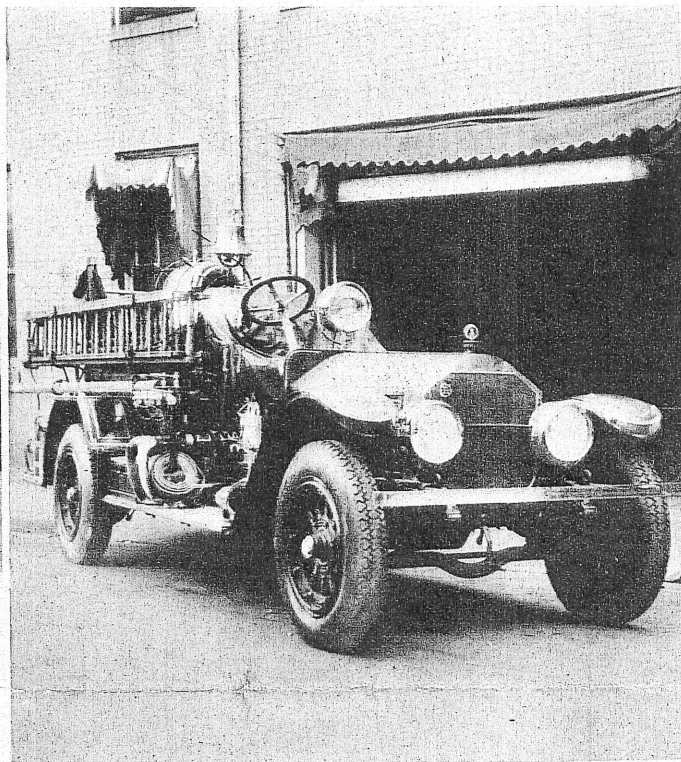
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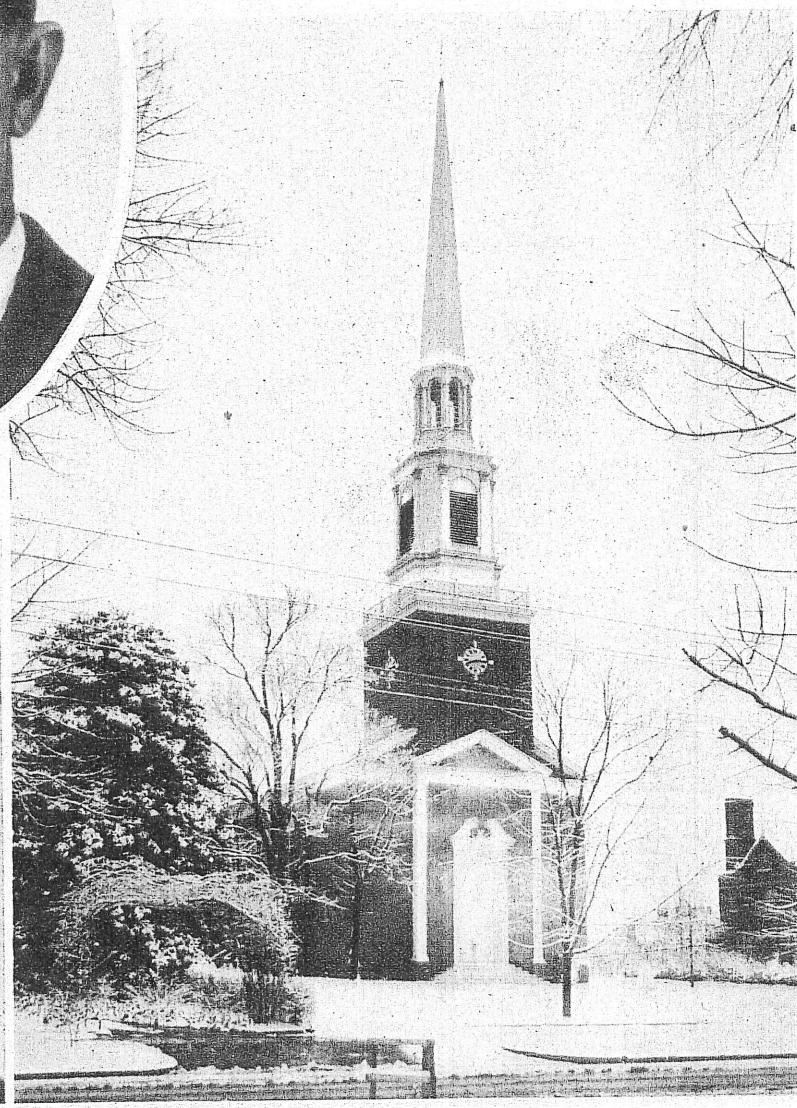
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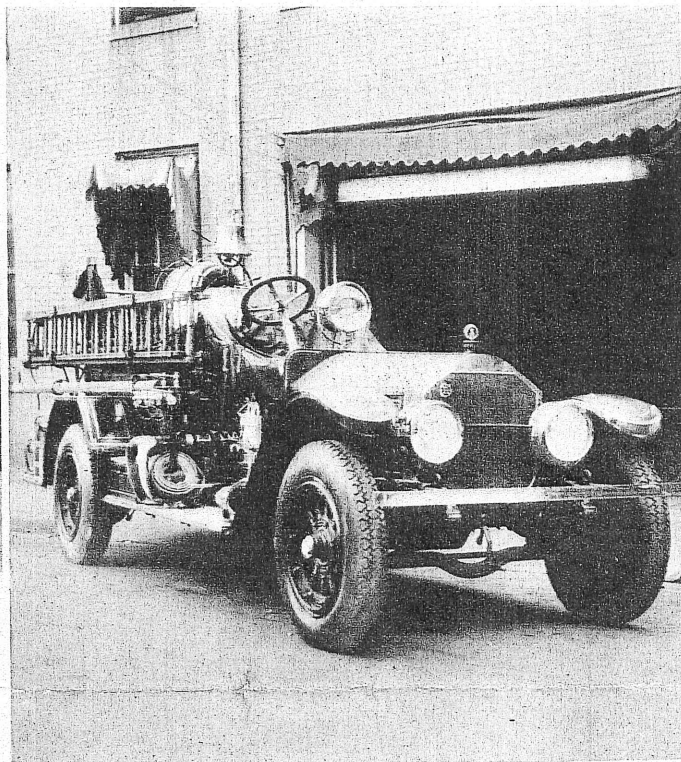
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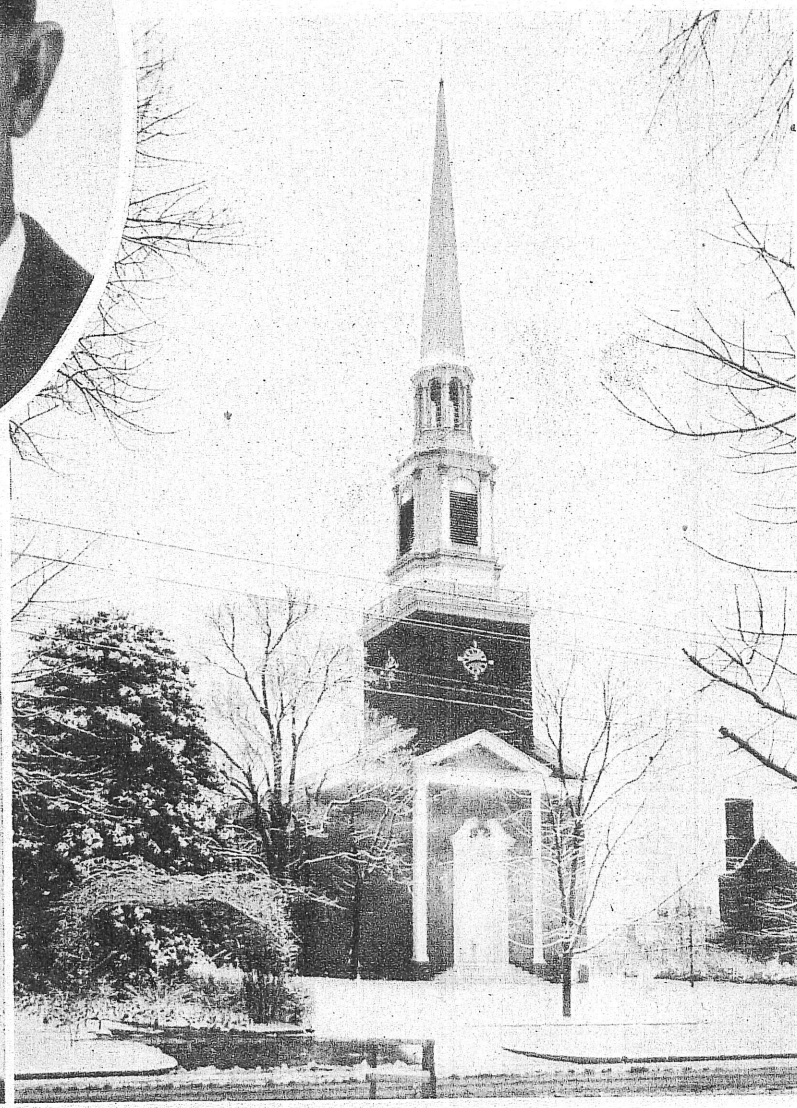
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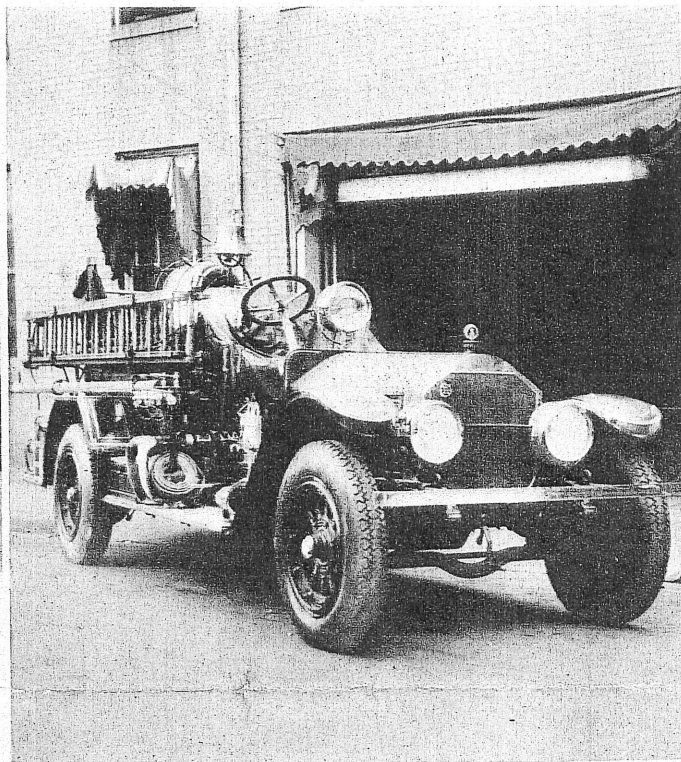
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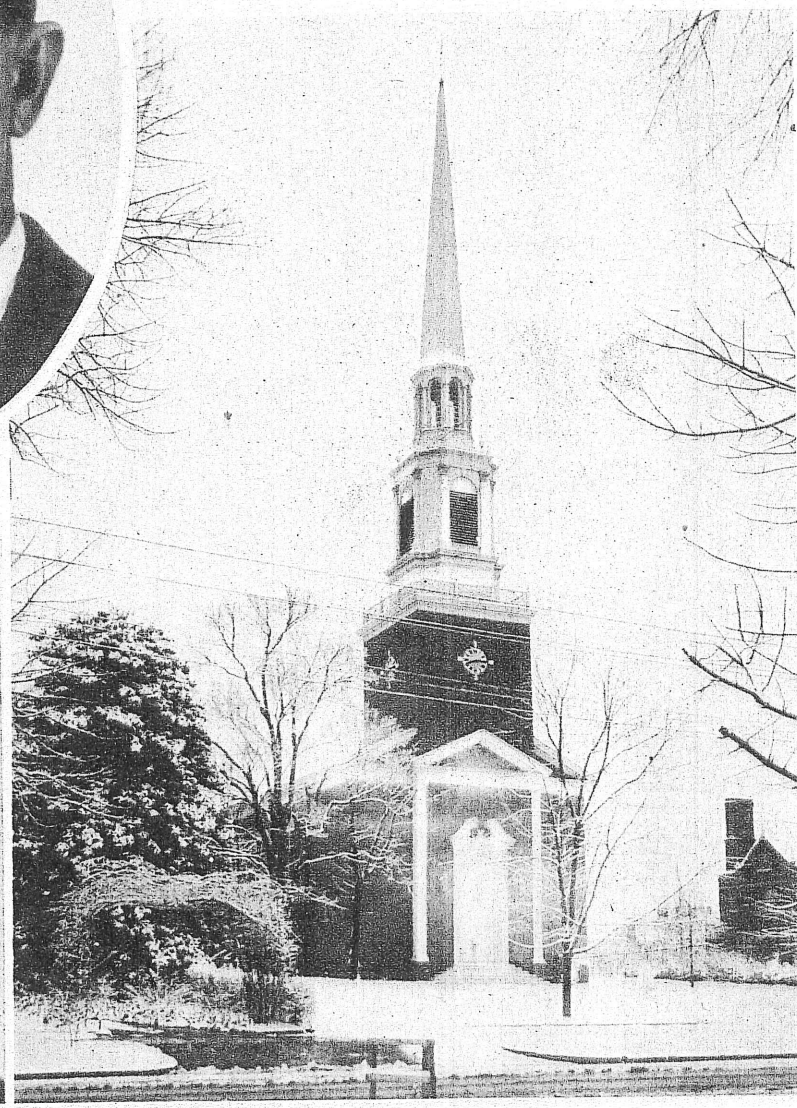
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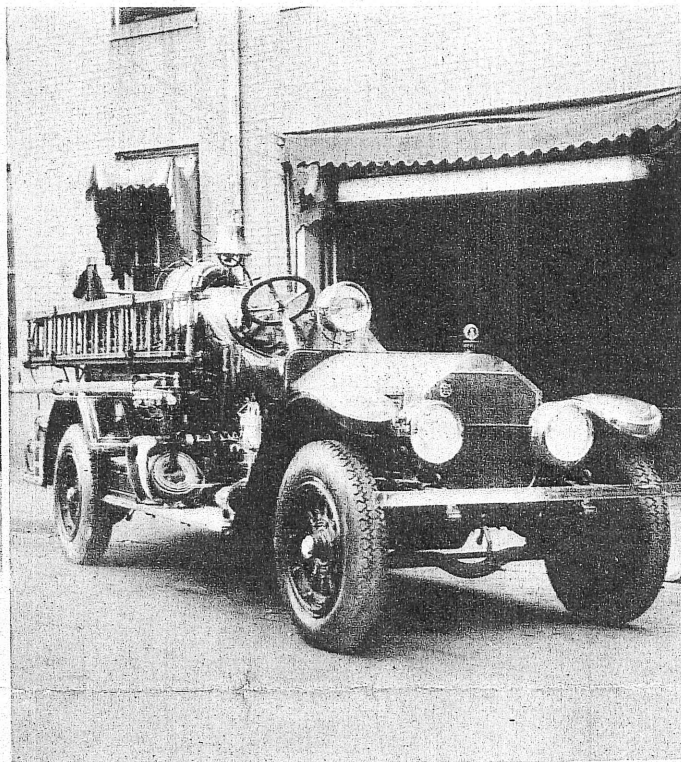
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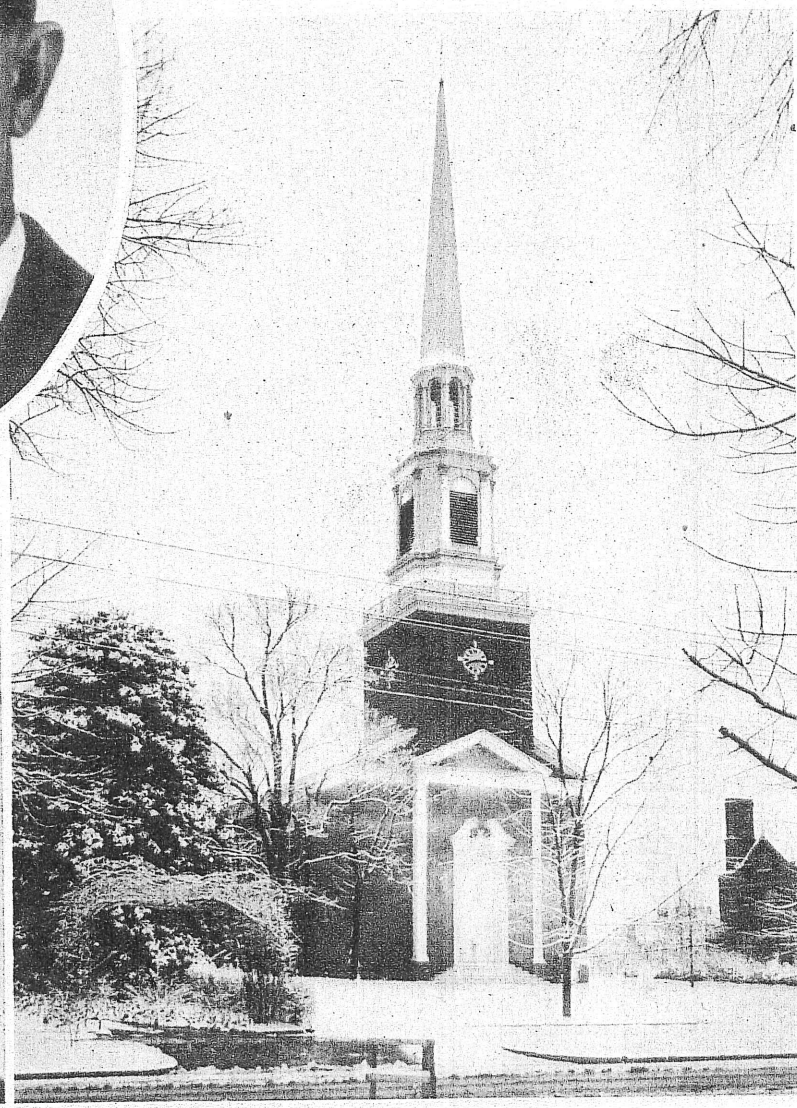
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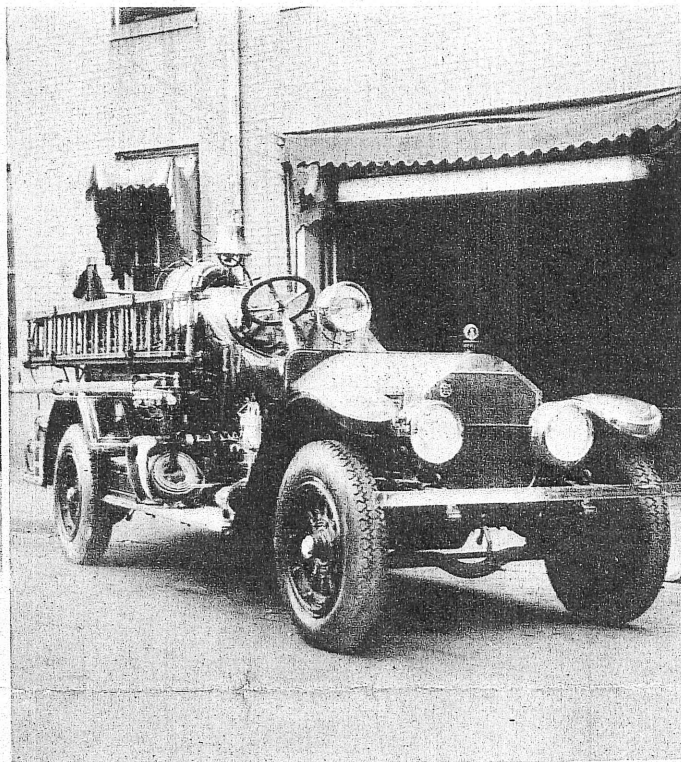
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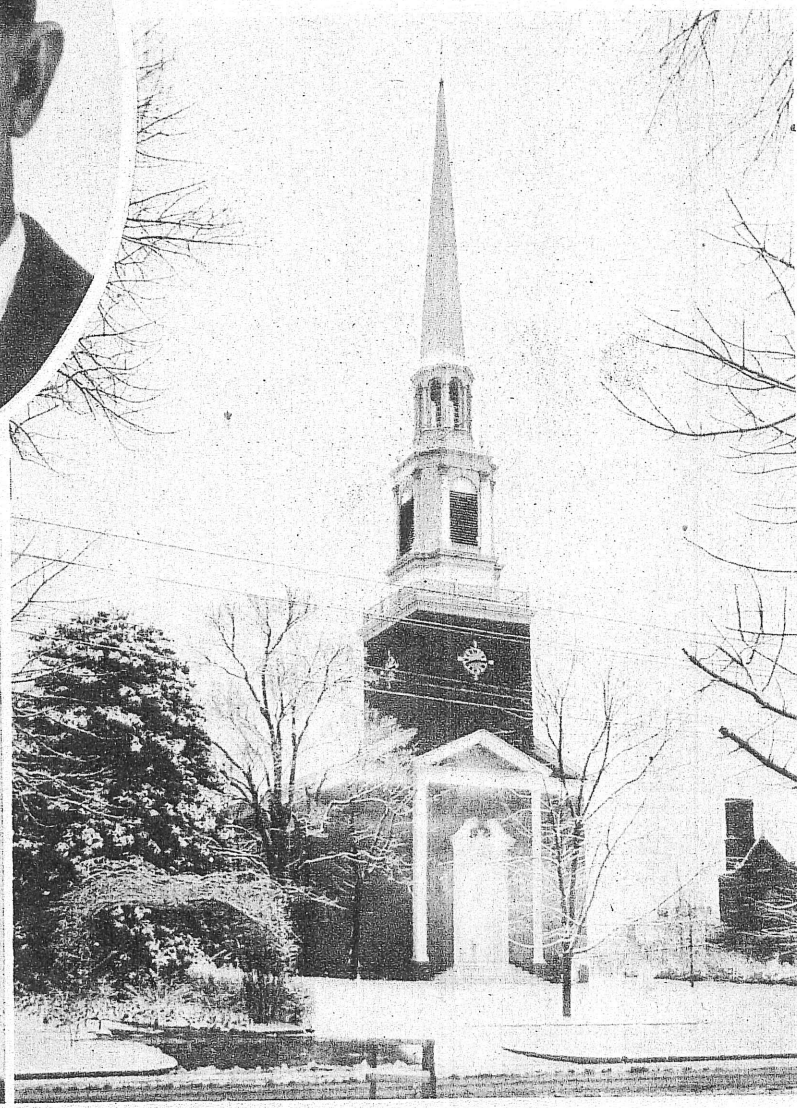
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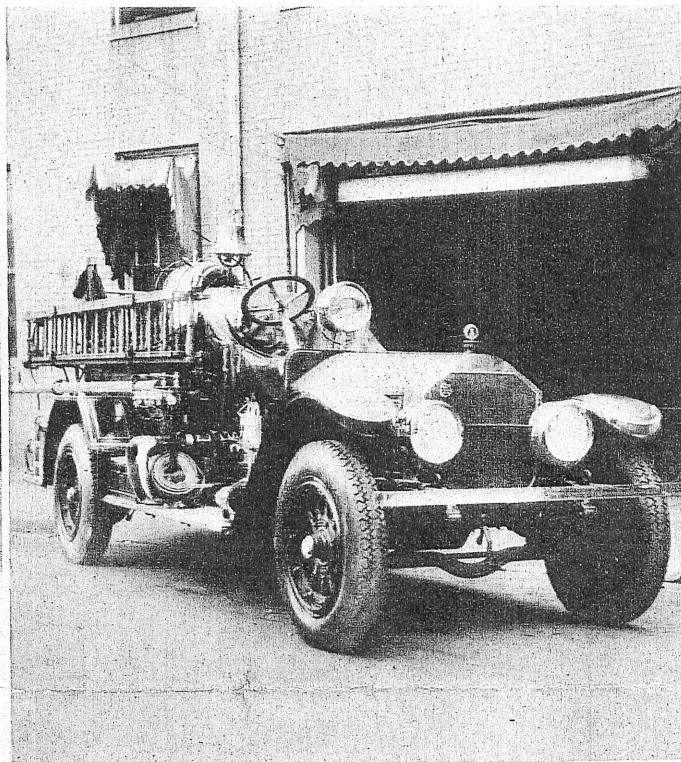
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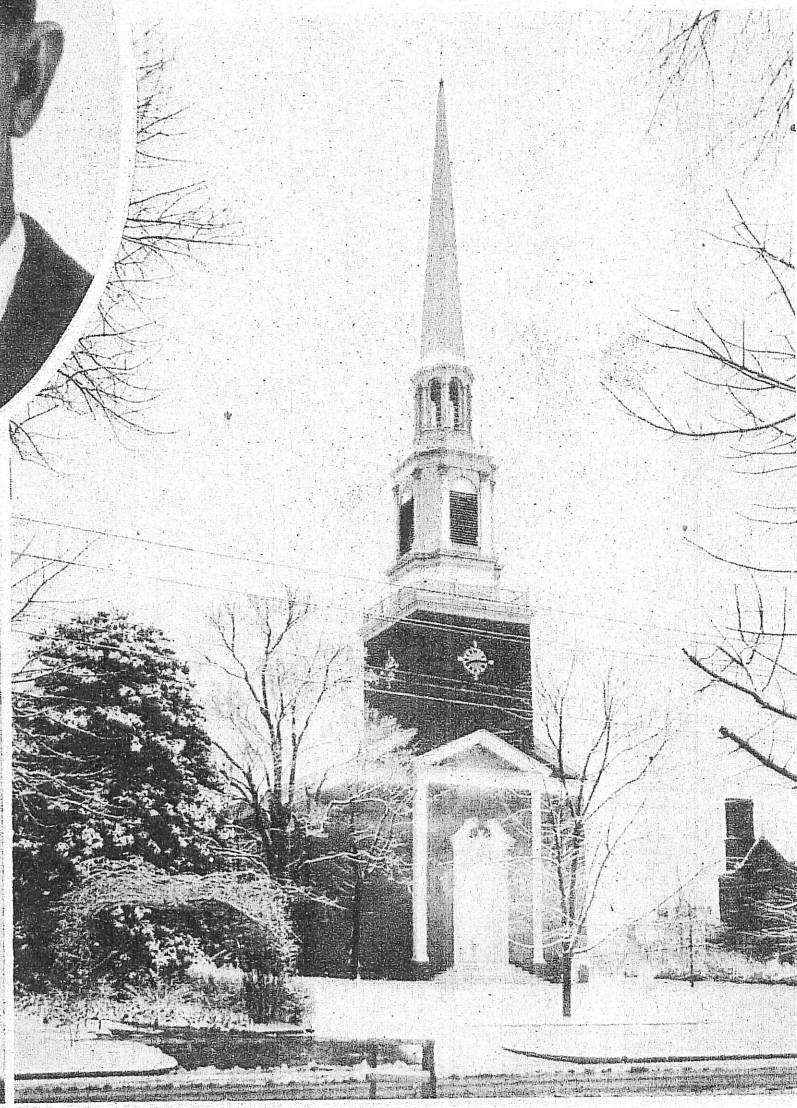
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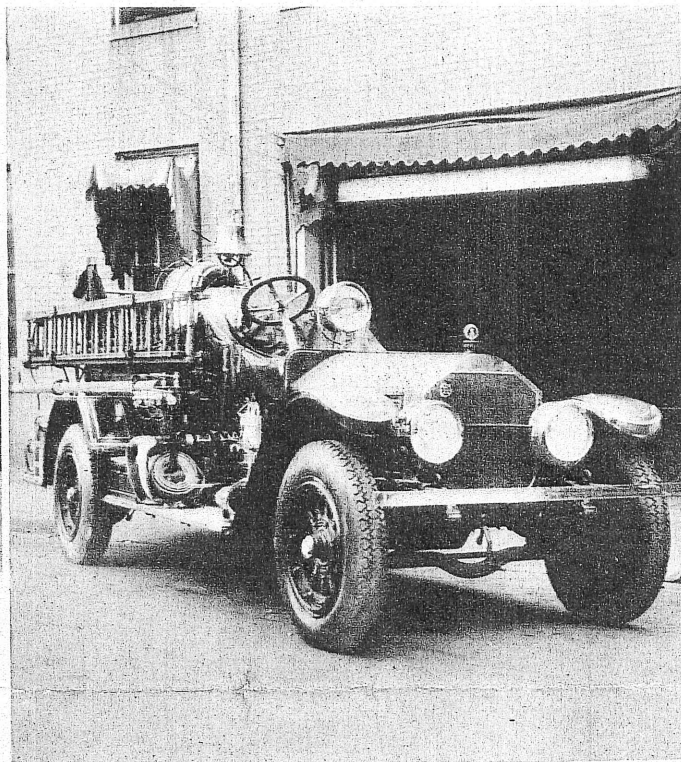
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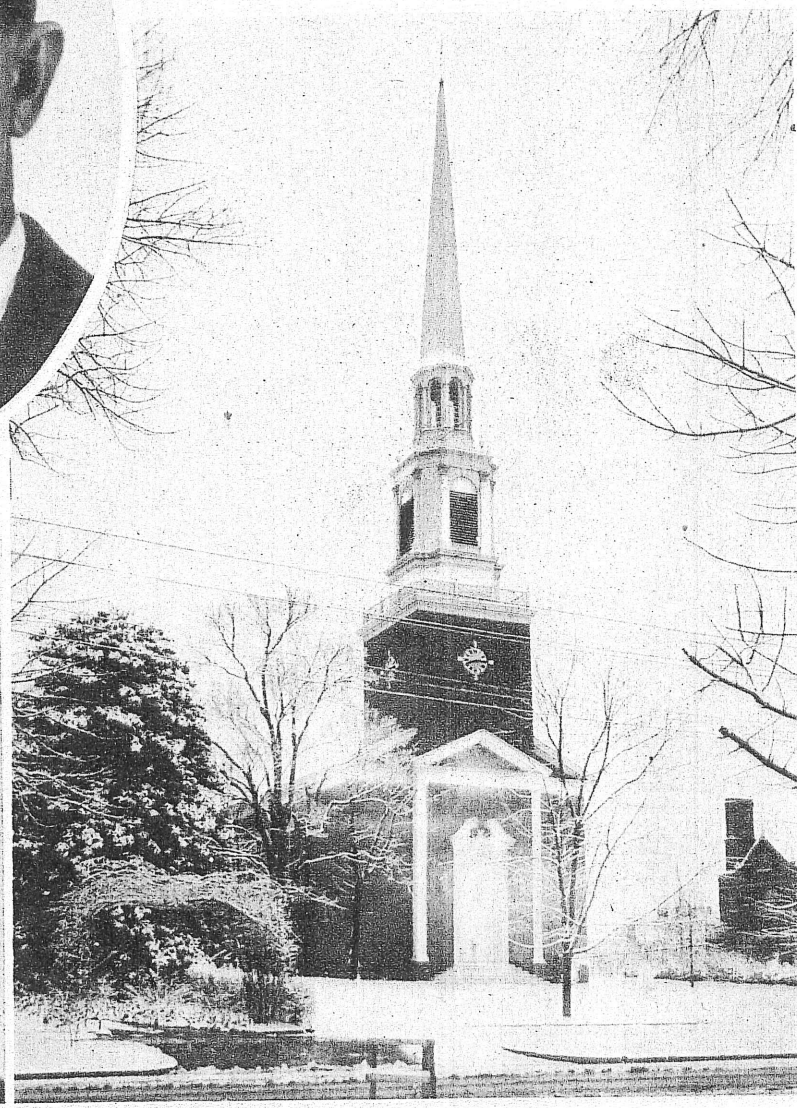
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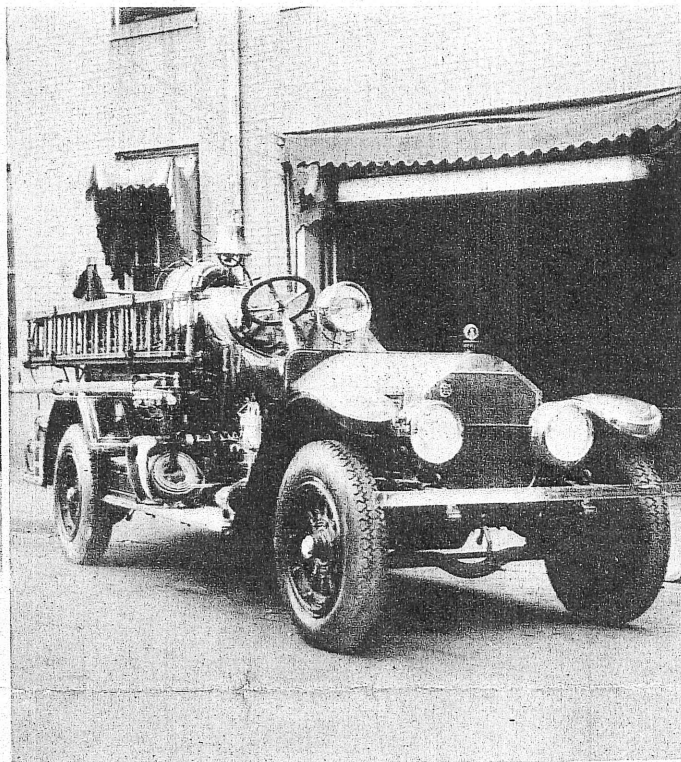
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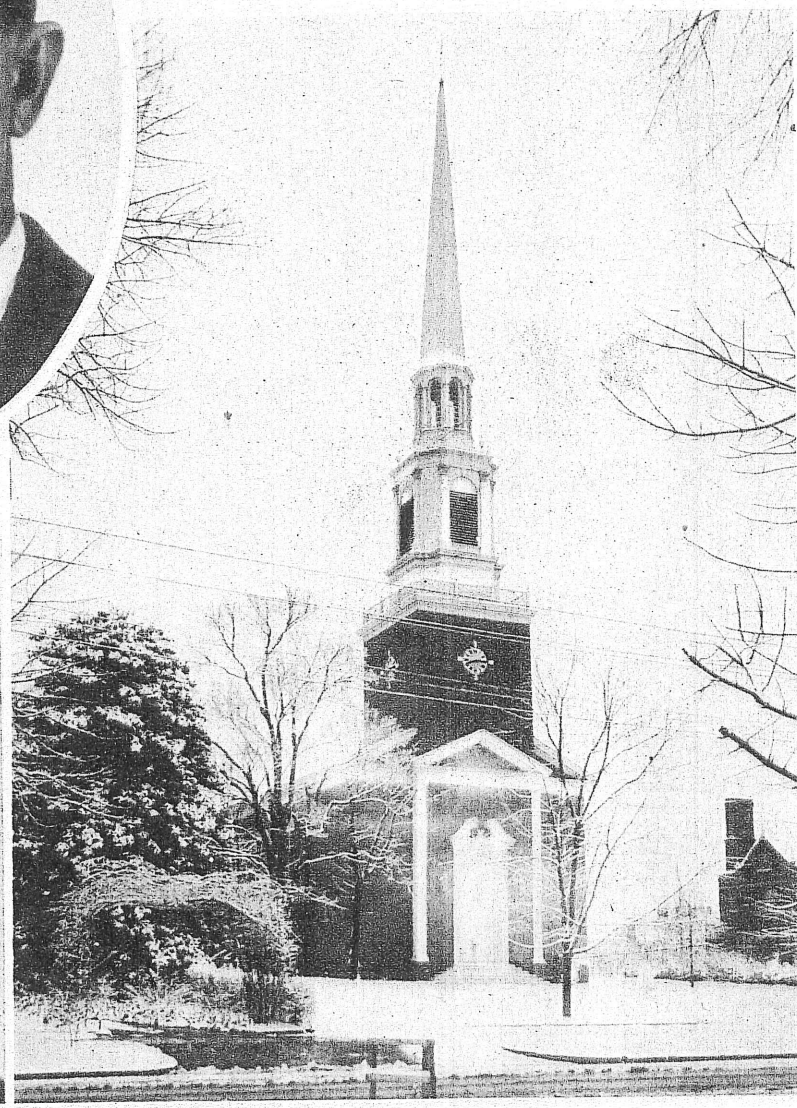
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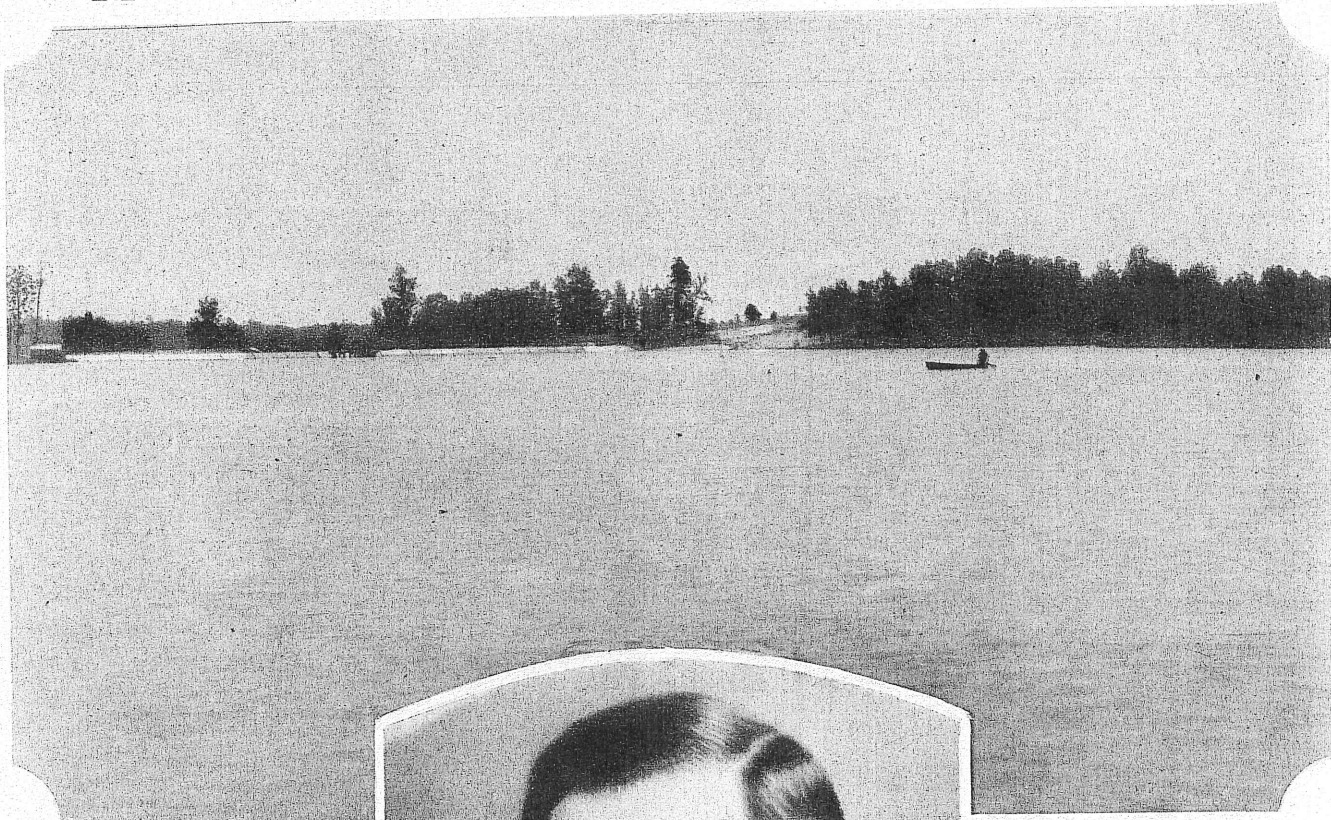
Fire Department



LIGHT = POWER = WATER

Dependable Public Utility Service

Supplied by a Million-Dollar Light and Water Plant



Lake Concord

Concord Light and Power Rates are among the lowest in North Carolina and other states, and below the average in a great many larger cities. Cook with Electricity — More Convenient — Cheaper — Safer — Cleaner. Combination Electric rates range as follows: First 15 Kilowatts at08; next 50 Kilowatts at04, all over at03. Power Rates as low as .0125 per Kilowatt hour to large industrial users. Straight Lighting rates range from .08 down to .04 per Kilowatt Hour.



L. A. Fisher

Who for 25 years has served as Superintendent of the Light and Water Plants. His capable management is credited with much of the successful operation of this important department of the City of Concord.

Concord's Water Works is one of the State's finest—being one of the most modern, efficient and up-to-date water works in the entire country. An unlimited amount of pure, clean water for domestic and industrial purposes. The Concord water works system has been praised by leading engineers throughout the country and stands as a model both in efficiency of the plant and the co-operative spirit among the citizens of the city and the commissioners that made the plant possible. Dam storage 400,000,000 gallons raw water; Pumping Station, 2,400 gallons per minute; Filter Plant, 2,000,000 gallons daily.



W. G. Caswell



A. F. Goodman



J. O. Moose

BOARD OF LIGHT AND WATER COMMISSIONERS

CITY OF CONCORD, NORTH CAROLINA



John R. Boger, Register of Deeds.

Below — Hon. W. A. Brown, Chairman Cabarrus County Commissioners.



Below — D. Ray McEachern, Clerk of Cabarrus Superior Court.



Z. A. Morris, County Recorder.



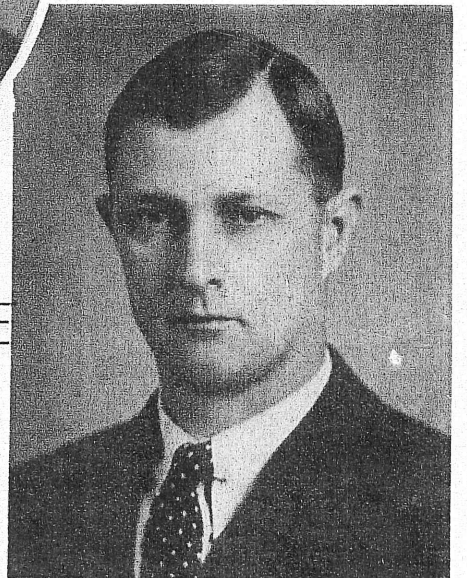
S. G. Hawfield, Superintendent of the Cabarrus County Schools.



Ray C. Hoover, Sheriff of Cabarrus County.



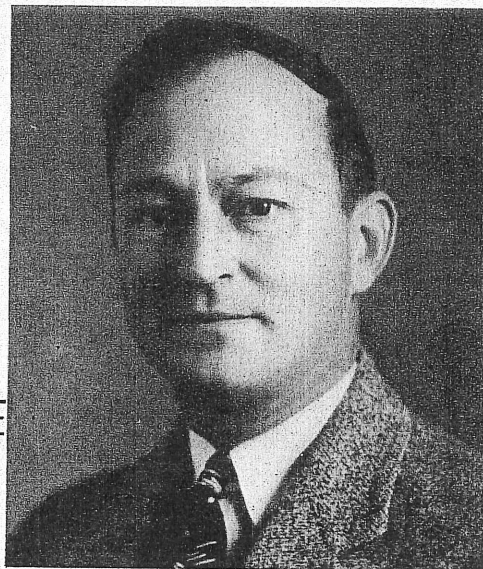
W. R. Odell, Chairman, Board of Educators of Cabarrus County.



Roy D. Goodman, farm agent of Cabarrus County.



D. G. Caldwell, Director of the Cabarrus County Health Department.



N. J. Mitchell, Coroner of Cabarrus County.



John L. Brown, Jr., Milk Inspector of Cabarrus County.



J. Lee White, Member of the Board of Commissioners of Cabarrus County.



Charles Crowell, Member of the Board of Commissioners of Cabarrus County.



W. M. Morrison, Member of the Board of Commissioners of Cabarrus County.



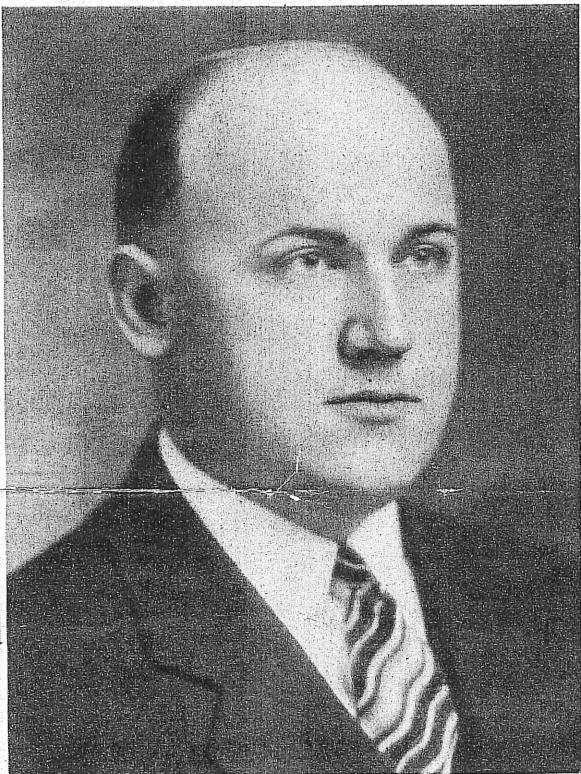
O. E. Scarboro, Member of the Board of Commissioners of Cabarrus County.



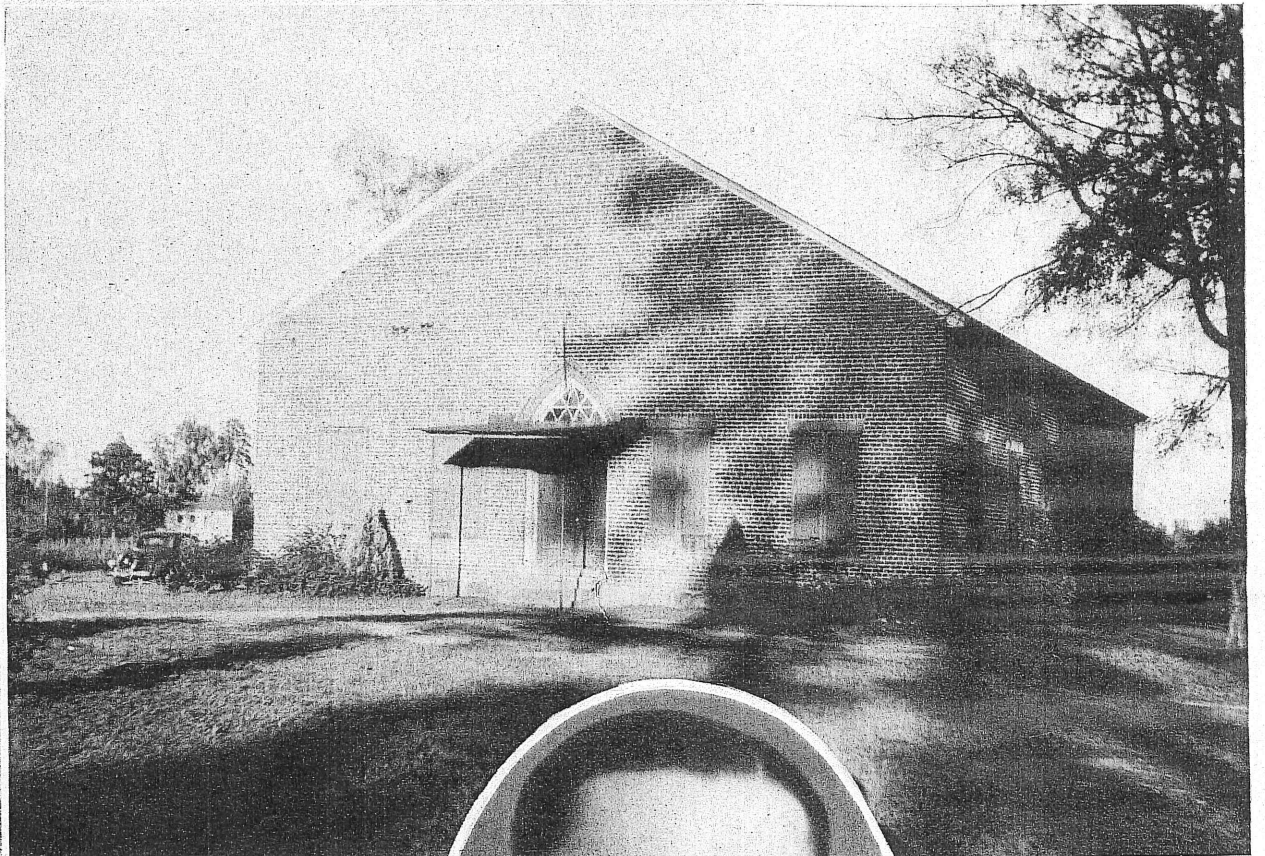
E. Farrell White, Welfare Superintendent of Cabarrus County.



Erbert S. Summers, President of the Concord Rotary Club.



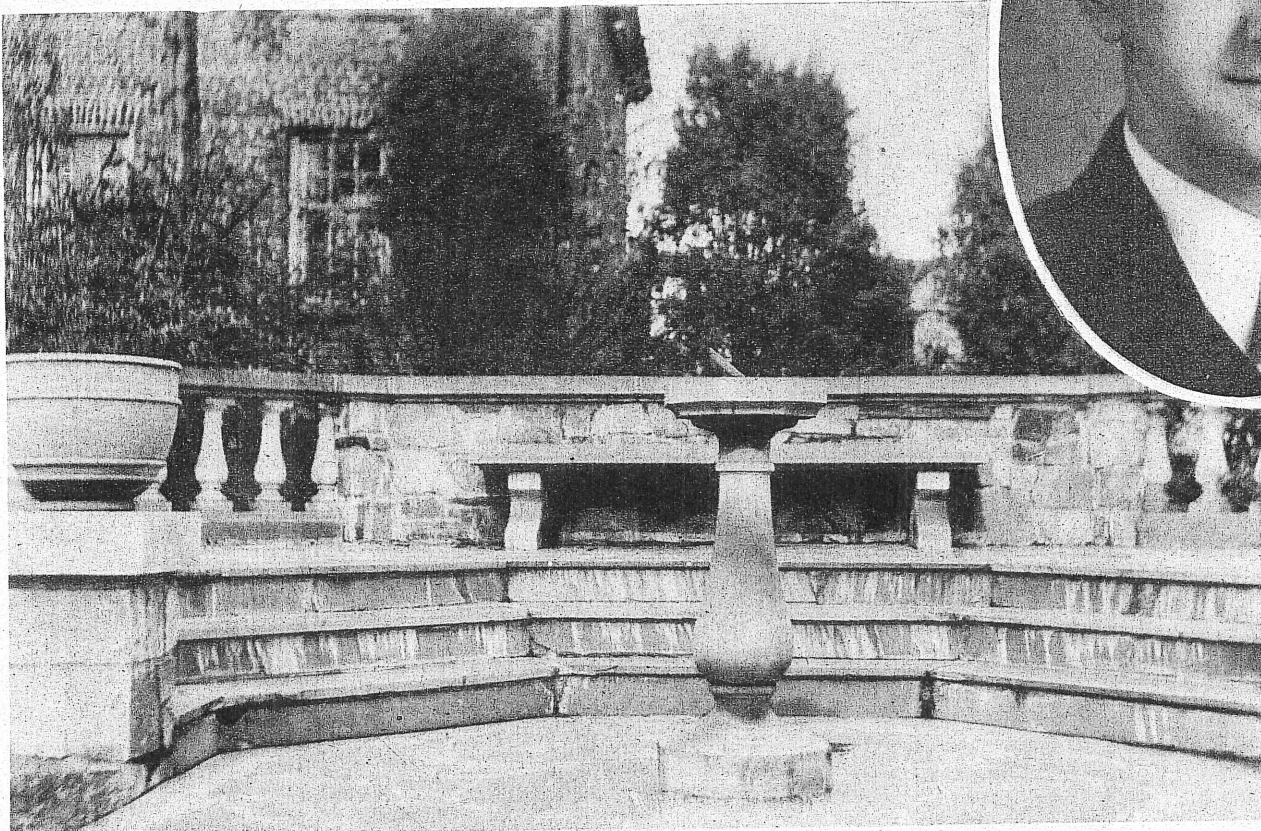
Duke Hoffman, President of the Concord Lions Club.



Historic St. John's Lutheran Church, seven miles east of Concord, which was organized in 1745.



Left—Ray W. Cline, President of the Concord Merchants' Association.



Sundial in Phifer Memorial Garden, Concord, N. C.



Harry Lee Johnston, Secretary of the Concord Merchants' Association.

CONCORD'S COAL, COKE AND WOOD DEALERS
Leaders in Civic Life of Community

CRAVEN COAL CO.
Coal • Coke • Wood • Kindling



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Coal • Wood • Coke • Kindling



Office and Entrance to Yard

PHONES: Office—244
 Yard—Near Depot St.—279
 Yard—Buffalo St.—517

CLINE & MABREY
Coal — Coke



Portion of Yard—Cline and Mabrey

SUDDEN SERVICE

Phone 933

Wood

Kindling

**The Very Best
 in Coal**

PROMPT SERVICE

Phone
27

**J. LEONARD BROWN
 COAL YARD**

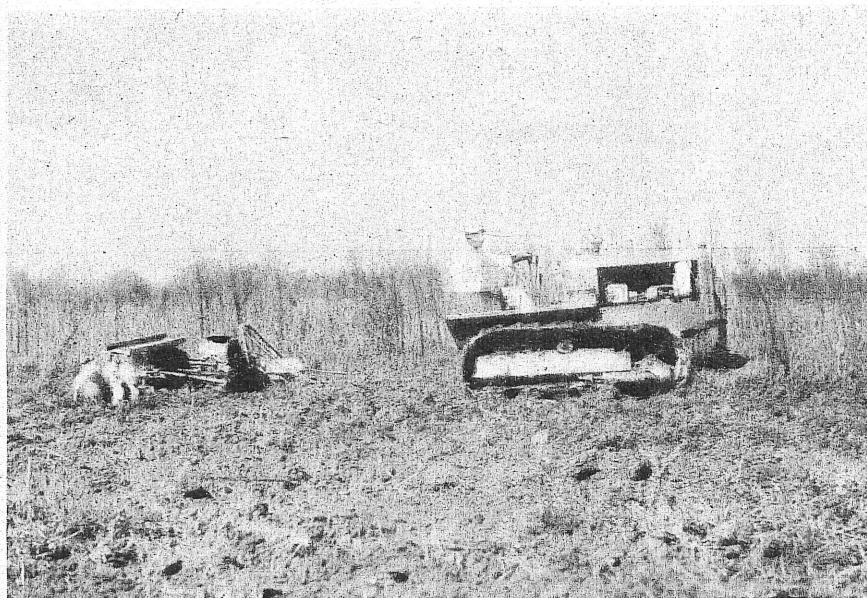
IN CABARRUS RURAL LIFE

Legumes — Rye Grass



J. J. Honeycutt, of No. 7 township, is well pleased with his results from growing Rye Grass. In 1934 he seeded 10 acres to this legume and oats. He sold the Rye Grass seed for more than the Oats would have brought him. As a result he seeded his entire crop of 40 acres of 1934 fall seeded Oats to Rye Grass. Picture shows Mr. Honeycutt harvesting the Rye Grass.

Legumes — Alfalfa

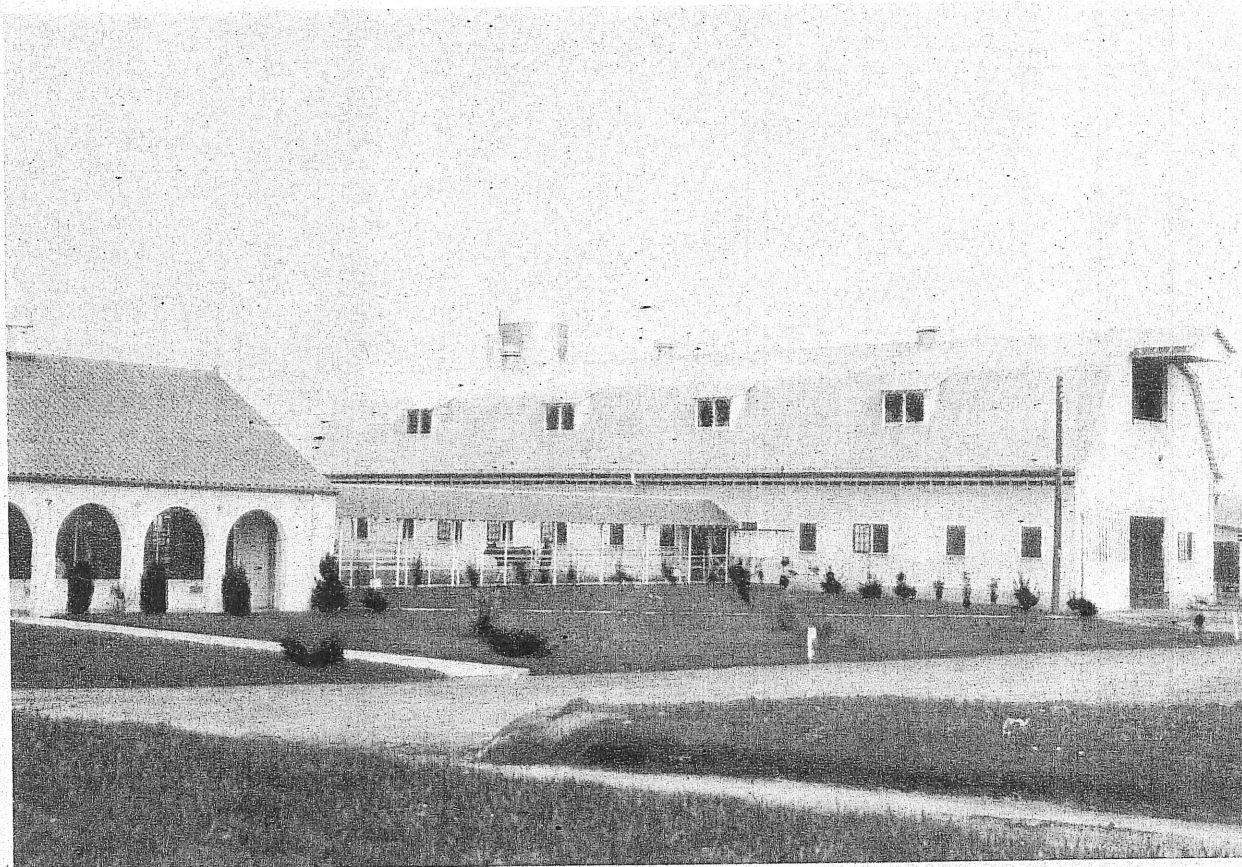


Above picture represents preparation of a 22-acre field on A. L. Brown farm for the seeding of Alfalfa. In 1934 this field was planted to Soy Beans and Korean Lespedeza, which was left on the ground to rot, resulting in a good thick stand of Korean in 1935. This Korean was disked under, as here shown, with an extra heavy caterpillar tractor harrow, then a good application of manure was spread on and disked under, after which he applied 60 tons of undried limestone, then drilled 400 pounds of 4-8-4 fertilizer and 40 pounds of choice Highland Utah Alfalfa seed, double inoculation, per acre.

One of the South's Most Modern Dairy Plants

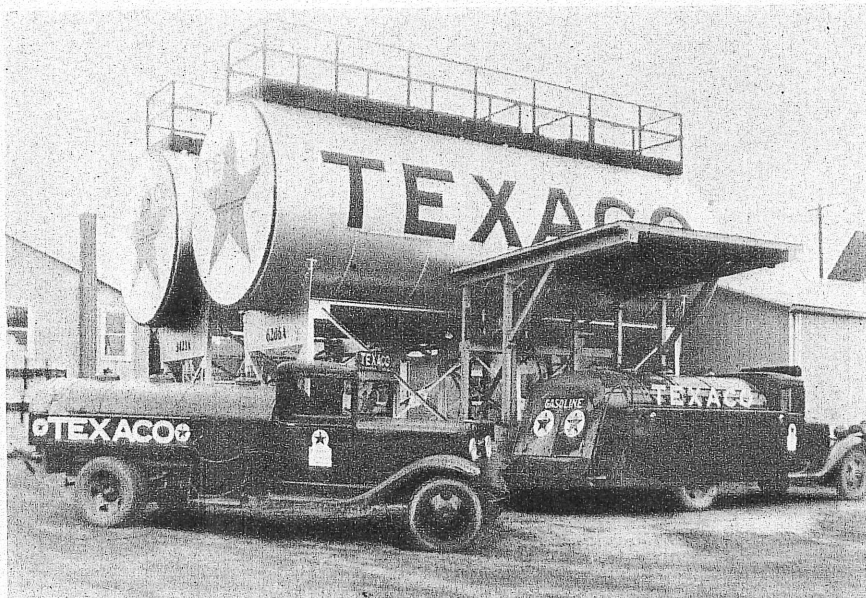
● Cabarrus County now has one of the most modern dairy plants in the South, that of the Clear Springs Dairy, owned by A. L. Brown, Vice-President of the Cannon Mills, and operated by G. H. Cartner, Manager.

● What started out to be merely a hobby with Mr. Brown has turned out to be a big enterprise, representing an expenditure of more than \$50,000.00. The cows are milked by mechanical means and the milk cooled and bottled before the consumers' eyes without the human hands coming in contact with the fluid. The milk is sold under the label "Golden Guernsey milk, untouched by human hands."



Picture shows large lounging barn with immense hay loft connected with milking parlor by covered walkway.

GREATLY DIVERSIFIED BUSINESS INTERESTS



Wise Motorists

In 48 States and 106 Countries Choose . . .

TEXACO

Fire Chief Gasoline

HAVOLINE

Wax Free Motor Oil

JOE HOLDING — Distributor

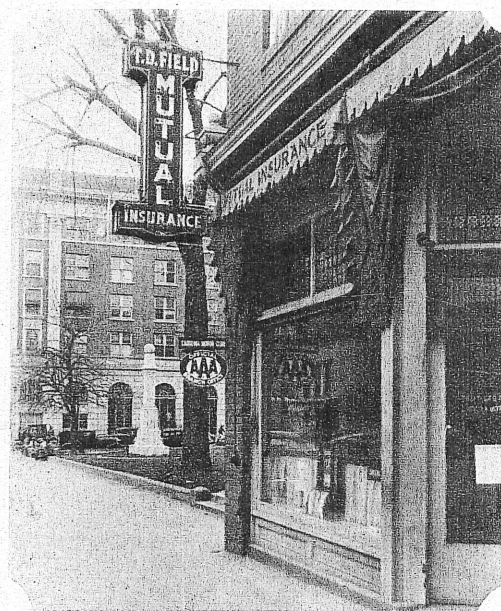
"Call Joe for Texaco"

CONCORD, N. C.

PHONE 410

All Forms of INSURANCE

20 to 25 Per Cent Saving



T. D. FIELD

"Mutualize and Economize"

Phone 344 Archey Bldg.

Concordians —

Seeking Better

Quality Grocers

Have Only to Seek
the Services of

WILKINSON & WIDENHOUSE

— GROCERS —

N. Church at Buffalo St.

IF IT'S MADE OF WOOD —

See

S. C. KLUTZ

Mount Pleasant, N. C.

Manufacturers of

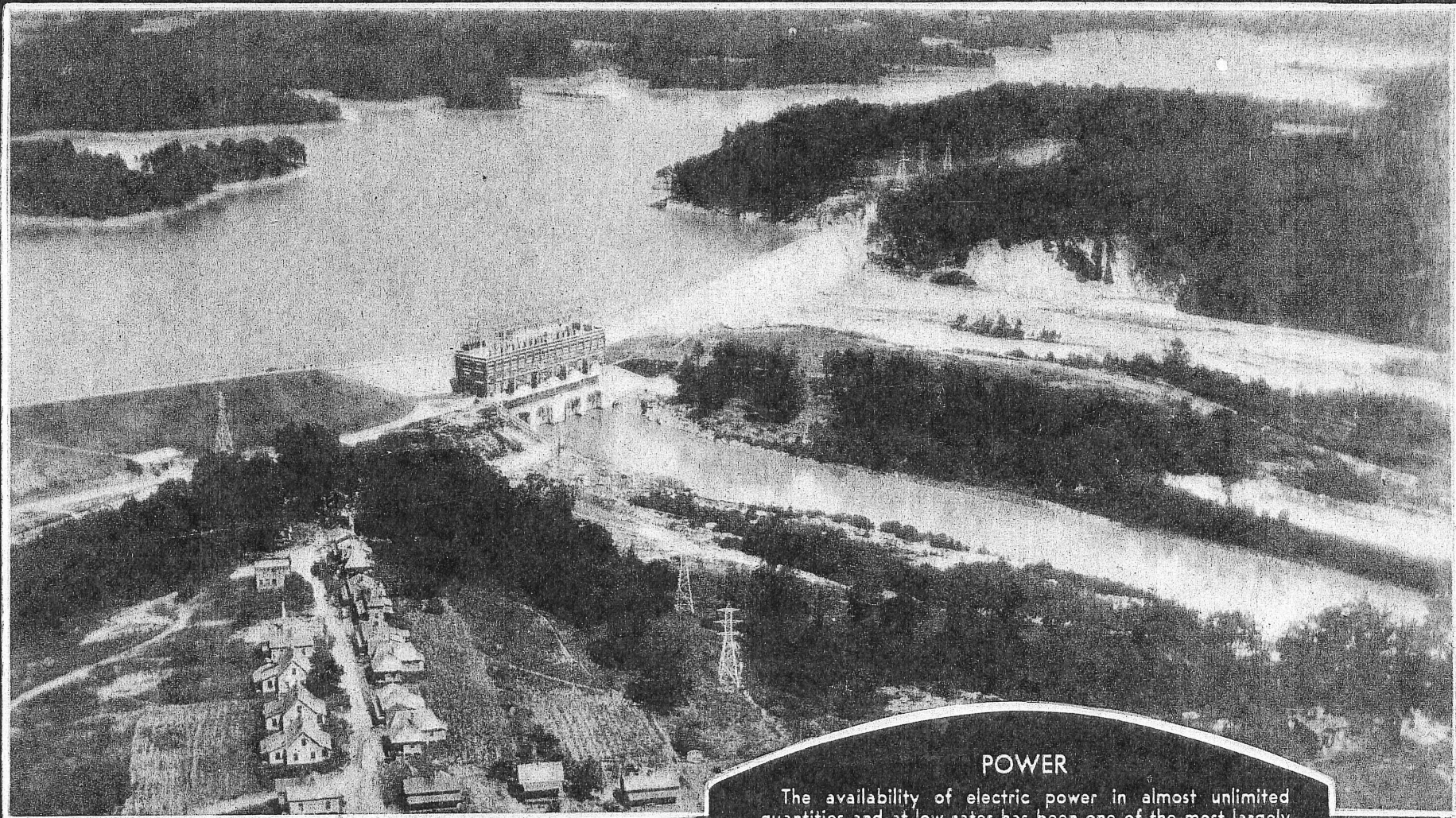
Tables, Safes, Ice Boxes, Screen Doors, Porch Furniture,
Chests, Wardrobes, Book Cases, What-Nots, Dressing
Tables, Truck Bodies, and

Anything in Wood

HERALD-OBSERVER CARRIERS



This group of young Americans,
together with nine others not
shown in the picture, serve H-O
subscribers in our territory.



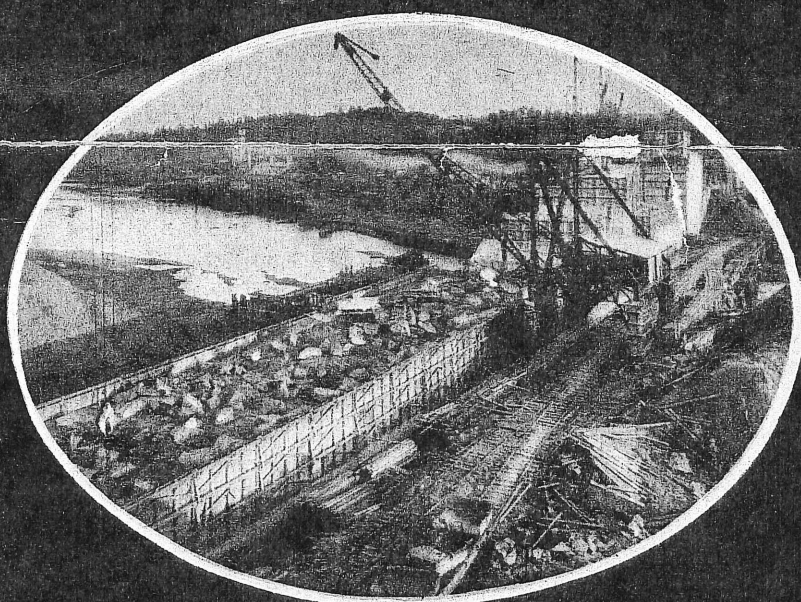
The Mountain Island plant of the Duke Power Company, located on the Catawba River, 12 miles from Charlotte. This plant has a generating capacity of 80,000 horsepower.

POWER

The availability of electric power in almost unlimited quantities and at low rates has been one of the most largely determining factors in the industrial and economical development of Piedmont Carolinas. The plants of the Duke Power system, some of which are shown on these pages, not only furnish light and other electric service to approximately 300 thriving cities and towns in Piedmont Carolinas, but they furnish the motive power for a vast majority of the industrial establishments of this section, relieving these industries of the necessity for establishing and operating individual power plants of their own.

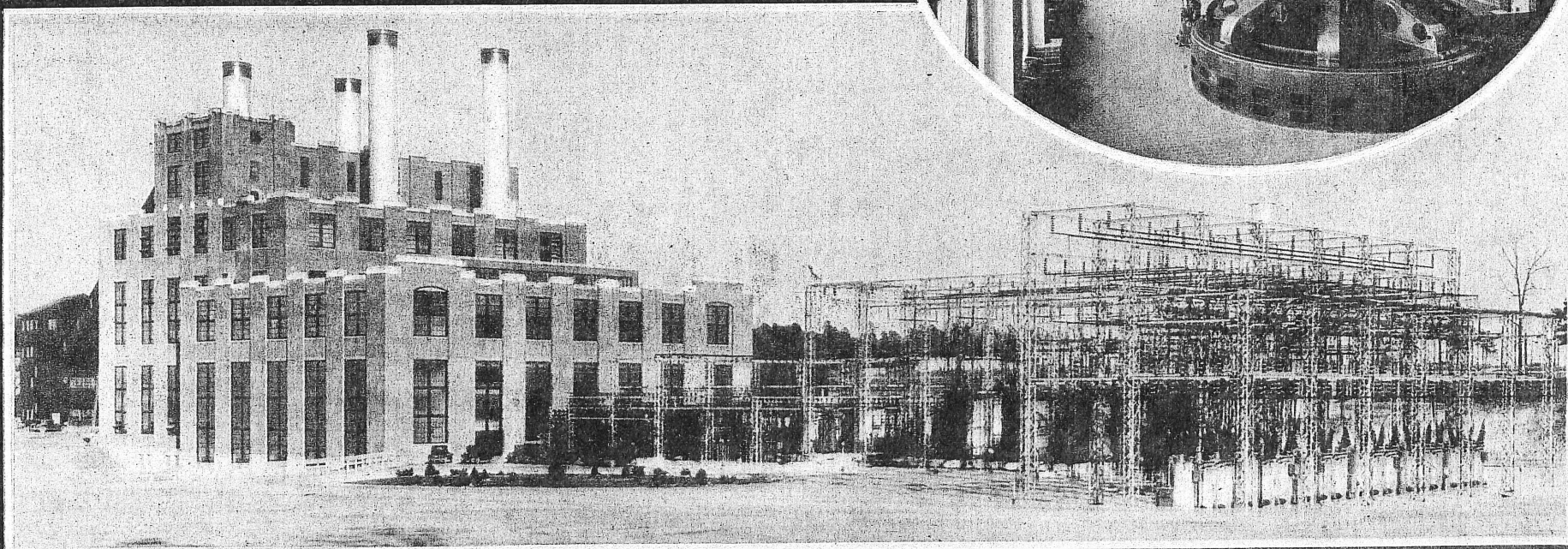
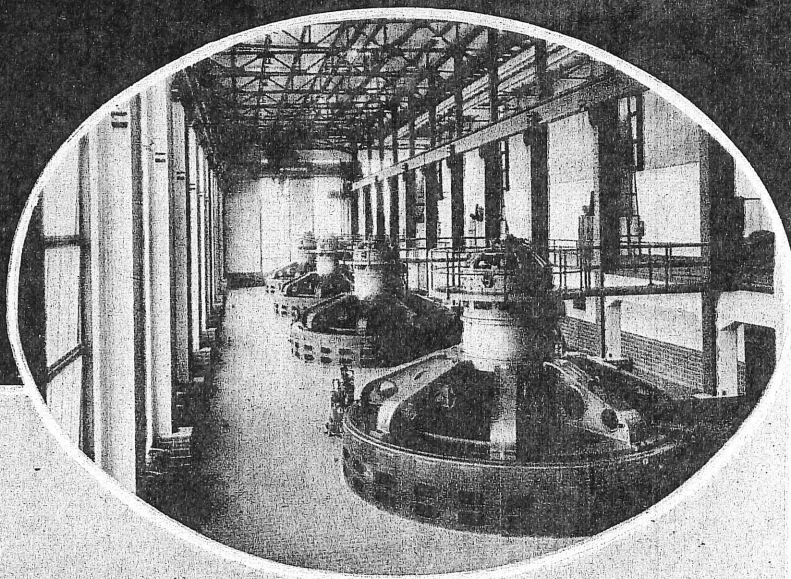
As an instance of what power is doing for industry in Piedmont Carolinas it is interesting to note that more than 300 cotton mills, with a total of 6,750,000 spindles, are operated from the lines of this one company, this being more than half the spindles in the Carolinas, considerably more than one-third the spindles in the South, and more than 20 per cent of the active spindles in all the cotton mills of America.

The Concord territory is served by the Duke interests, and the power resources of this great organization are at the command of the industries, present and future, of this section.



A typical construction scene during the building of a hydro-electric plant. The picture here shown was taken during the construction of the Oxford Shoals plant of the Duke Power system near Hickory, N. C.

Right—
This is a typical view
of the interior of a
modern hydro-electric
plant.



This is a view of the River Bend steam-electric station of the Duke Power system near Charlotte. This plant has a generating capacity of 150,000 horse-power. The plant is thoroughly modern, being fired with pulverized fuel and being designed as a "base load" plant. A reserve of 100,000 tons of coal is constantly kept at this plant to insure the industries of Piedmont Carolinas against interruption of service in the event of coal strikes, railroad congestion, or other emergencies.