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Aug 24 - 1950

Early Days

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MORE THAN FIFTY FAMILIES

There probably were 50 or 60 families living in the little village and (including the Negro slaves) a total of more than 11,000 persons living in Cleveland county at that time. Certainly there must have been considerable prosperity to support stores carrying the type of goods indicated by the advertisements. Obviously these merchants knew the value of advertising, since the paper carried a total of 8 1-2 columns of advertisements.

In an advertisement directed to the men A. W. Quinn, merchant tailor, said he had "ready-made clothing, also cloths and cassimers and vestings which he will make up to order in the most fashionable style." D. Froneberger & Co. advertised "the finest fashionable silk hats, Panama, Leghorn, and Palm-leaf hat Ladies and gentlemen's dress goods in endless variety."

The four biggest stores were: Roberts & Fulenwider, D. Froneberger & Co., Homesley & Gidney (located east of the Court House) and Jackson & Eskridge. These stores carried general merchandise, hardware and groceries. They promised cheaper price, when the railroad came

window and frames, operated by M. E. and W. Rudisill on South LaFayette street, where the residences of Mr. and Mrs. H. E. Rich-bourgh and Mrs. Dixon Smith now stand. Any firm operating machinery by steam more than 96 years ago must have been quite aggressive.

Another big business was Buffalo Paper Mill, operated by D. Froneberger & Co. They were advertising for five hundred thousand pounds of clean rags, for which they agreed to pay 3 1-2 cents per pound.

Market quotations from York, S. C., and Charlotte occupied half a column of space. Among the items mentioned by the pound were: mutton, 5 cents; beef 3 1-2 cents; hams 11 cents; chickens 10 cents each; butter 12 1-2 cents. North Carolina whiskey, 30 cents a gallon, and peach brandy 75 cents a gallon.

Identifying some of the persons hereinabove mentioned:

David Froneberger was a rich man. His second wife, Alice Hoey, was the aunt of Hon. C. R. Hoey. He was postmaster here in 1854.

G. M. Webb, executor, was the father of Hon. E. Y. Webb, A. W. Quinn was the grandfather of Dewitt Quinn, M. E. (Mike) Rudisill was the grandfather of Jake Rudisill. Mr. John Eskridge tells me that the Eskridge in the Jackson & Eskridge was his father, R. E. Eskridge.

J. E. ...