

MAIN STREET 1880-1980**Yancey S. Gilkerson****Eighteen Eighty (1880)**

Queen Victoria reigns over a still-expanding British Empire. The British Empire of Kaiser Wilhelm I is barely 10 years old. Rutherford B. Hayes is nearing the end of his term as 19th President of the United States. James A. Garfield is elected in November to succeed him, but will serve less than a year before he is shot by an anarchist.

W. D. Simpson of Laurens is Governor of South Carolina, having succeeded Wade Hampton in February 1879. Simpson becomes Chief Justice of the State Supreme Court September 1, 1880 and is succeeded by Thomas B. Jeter of Union, president pro-tem of the Senate, until November 30 when Johnson Hagood of Barnwell takes office.

Samuel A. Townes is mayor of Greenville, ranked as the third city in South Carolina. The city's population has jumped from 2,757 in 1870 to 6,153 in the 1880 census, about equally divided between white and colored. Most residents are newcomers; there is only one resident who has lived here since 1827. The county population is 37,496; white number 22,983 and colored 14,511.

Abner D. and Reuben R. Asbury operate the gasworks, but trimming the wicks of kerosene lamps is still a household chore. Edison invented an incandescent lamp last year but its common use is years away.

Greenvilleans are still tremendously impressed with the advantages of rail travel. They boast: "By means of the railroads the citizens of Greenville can take breakfast at home and sup in Charleston the same day, 270 miles! They can go to New York in 33 hours, to take breakfast in New York and the next day eat dinner in Greenville, as has been done frequently by our merchants and others. Formerly, and as late as 1823 the Greenville merchants were in a habit of riding on horseback to

purchase goods in New York and be gone two or three months. Now they perform this journey and purchase goods in a week or 10 days."

General travel in town and from the farms is by horse, buggy or shanks mare, through dust or mud. The Laurens-Greenville road is to be completed in 1884. The Greenville Street Railway Co. has been organized, with Thomas C. Gower as president.

The difficulties of transporting harvest from farm to town make subsistence farming common, but the importance of cotton as a cash crop is rapidly converting the red hills to fields, of white, due largely to the development of phosphate mines near Charleston and the easy transport of phosphate fertilizer to Greenville via the Charleston and Western Carolina railway.

Before "The War" not a bag of cotton had been sold in Greenville but in the season 1879-1880 approximately 30,000 bags were sold in the Greenville market. Note Well: the reference is to "bags," not bales.

The textile industry is in its infancy hearabouts. Camperdown Mill is in operation at the head of the Reedy River falls, and Piedmont Manufacturing Company has offices in town. The mill itself, however, then the most modern cotton mill in the United States, is located at Garrison Shoals on the Saluda River, some 10 miles south of town.

The city boasts five newspapers: *The Enterprise and Mountaineer*, J. C. Bailey, editor; *The Baptist Courier*, James A. Hoyt, editor; *The Greenville Advertiser*, Bailey and Norryce, proprietors; *The Greenville Daily and Weekly News*, P. H. Reilly, proprietor, and *The Weekly Chronicle*, A. M. Howell, editor.

Let us walk up Main Street of this bustling overgrown village and stand at the Reedy River bridge, facing north. On our right, to the east is the Camperdown Mill; on the left, to the west is the factory of Cox and Markley, manufacturers of carriages and wagons. The lots near the river are among the traditional camping places for farmers and traders come to town.

As we walk up the hill toward Broad Street, on the west are the stores of Thomas Stein & Company, agricultural implements, and A. L. Herrin, groceries and provisions. On the east are J. T. Floyd, bootmaker, the T. J. McCarrell boarding house, Mrs. E. J. Stirling's grocery store, and George Heldriann's harness and saddle shop.

As we cross Broad Street and head toward the public square, we see on the west Mrs. E. Stone's boarding house and the Perry House, another boarding establishment. On the east is G. L. Glazener's drug store, and Ferguson & Miller groceries, provisions and fertilizer.

The courthouse stands at the west facing the old Record building a structure demolished in the 1920's to make way for the Chamber of Commerce building. Next to the Courthouse stands the Mansion House, the city's famed hostelry. It houses P. E. Suddeth's saloon and the office of Western Union. Across the street are the grocery stores of J. H. Houston, Mrs. P. Masler and C. A. Lengnick, all also featuring fruits and candies.

Then, on the east, come G. T. Swandale's drug store and T. B. Ferguson, dry goods and clothing, and buyer of cotton. T. H. Stall's dry goods store is at the southeast corner of Main and Avenue, which is the street we now know as McBee Avenue.

On the west, going north from the Mansion House, we find M. C. Hunt's dry goods and clothing store and the National Bank of Greenville. Then we see Hovey & Townes, dry goods, Abell & Morgan, shoe store, and William Beattie, dry goods, with Perry's Business College upstairs.

Crossing Avenue we come on the west to Wilkins, Williams & Company, agricultural implements, F. W. Poe & Company, clothiers and Lee & Taylor, groceries and provisions. Then we see Sloan Brothers drug store, W. H. Cory & Company, candy manufacturer, W. C. Humphreys, shoe store, and Vardry McBee, harness and saddles. Next there are J. A. Goodwin, groceries and provisions, Killian & Brothers, shoes, the Central Hotel, and T. W. David, dry goods, clothing, groceries and fertilizer. The Singer sewing machine agency, P. C.

Westmoreland & Company, drug store, and B. Wehrle, jewelry, now known as Hale's, Greenville's oldest retail store are next. (W. R. Hale who will buy the Wehrle store is now a clerk there, and will sell to Hewlett Sullivan, father of the Sullivan brothers who run the store today.) Lastly we see P. F. Farmer, clothing; J. C. Smith, wagons carriages, agricultural supplies; F. A. Walters' drug store; J. S. Broadway, photography and J. W. Norwood, dentist, upstairs.

On the east, going north from Avenue to Washington, we find the residence of William C. Cleveland, former mayor and now a member of the State House of Representatives. Then we see the buildings housing H. J. Felton, bookseller; J. G. Black, jewelry; W. Howell's butcher shop and marble works; and Mrs. C. Hager's grocery store. Next are J. M. Thompson, dentist; Dobbs & Golightly, stoves, tinware and china; Isaac Weil, dry goods and clothing; S. Brafman, clothier; Elford & Dargan, booksellers; and J. P. Walker's grocery. Then at the Washington corner is the Commercial Hotel including the offices of cotton buyers E. B. Dickson, W. C. Blackwood and W. A. Briggs.

Going north from Washington to Coffee we find on the west N. B. Freeman's billiard parlor and saloon, H. P. Johnson's ferrotype gallery and G. W. Rees' grocery. Then we see J. McPherson, baker; R. M. McClellan, jewelry; Burgiss & Gilreath, stoves, tinware, roofing and china; and S. M. Snider's jewelry store. Next are Mrs. K. M. Shodair's fruit and candy stand; J. Freel's restaurant and saloon; and H. G. Gilreath's grocery and provision store with cotton buyers upstairs - - Oats Brothers and E. C. Ferguson.

On the east side, going north in that block are A. S. Duncan, dry goods and groceries with W. M. Wheeler, photographer, and A. M. Hill, dentist, upstairs. Then come H. C. Marik, ten pins and saloon; J. M. Dickson, dry goods; A. J. Ross, stoves and tinware; Mark & Endel, dry goods and clothing; and S. Black, barber. Next are John Heeseman, china and glass; J. N. Poole's saloon; W. A. Barton, harness and saddles; H. W. Shumate, groceries; and Williams & Rutledge, music house. Lastly we see S. Weil, clothing; W. W. Goldsmith, jewelry; and

Mrs. M. A. Pearson, dressmaker.

On the southeast corner of Main and Coffee is almost the northern boundary of the commercial district. Going north from Coffee we find on the west only J. H. Goodlette's saloon and the area called Sandy Flat devoted principally to horse swapping and getting drunk.

On the east are Burgiss & Schapbach, butchers; J. A. Austin, groceries and provisions; J. F. Harrison, bootmaker; S. S. Gibbs, furniture and upholstery. Then, crossing North Street we see G. F. Moseley boarding house. Far to the north, at the site of present day McPherson Park is the Springwood tannery and all else is residential on Main Street.

Avenue, Washington and Coffee contain a number of business establishments. There is considerable development on South Main, Pendleton and Augusta with Furman University's old campus nearby. The College Place station on Augusta serves Greenville & Columbia Railway. Therefore, this area is a center for retailers, a hotel, and boarding house.

Nineteen Thirty (1930)

Mussolini struggles in Italy. Hitler's push to power is gaining momentum; his Brown Shirts terrorize his opposition and soon he will be dictator of Germany. George V reigns over the twilight years of the British Empire, and the Prince of Wales falls off horses. Herbert Hoover sees prosperity "just around the corner" as the nation sinks even deeper into the Great Depression.

John Gardiner Richards of Kershaw County is governor of South Carolina, the first to hold office under the four-year term act. A. C. Mann is mayor of Greenville, whose population is 30,000 inside the city limits and 65,000 when the residential suburbs and the beltline of textile mills and their villages are included. Main Street is the bustling marketplace for farmers of a cotton-growing county and for workers in the cotton mills that have mushroomed in the Piedmont.

Greenville calls itself the Textile Center of the South. There

are 35 textile establishments employing 12,976 in the operation of 776,360 spindles and 20,316 looms. Other manufacturing firms employ 1,930. The City has four national banks and six building and loan associations. There are 32 passenger trains daily, eight bus lines and talk among the aviation-minded of regular air service, although most people discount the prospect of dirigibles being moored to the top of the Woodside building.

We stand again at the River bridge to inspect the changes of fifty years. Camperdown Mill is still on our right, but the once-sparking Reedy River is now heavily polluted, its stench almost unbearable in hot weather. To our left is the C. F. Sauer plant making mayonnaise by Mrs. Duke's recipe.

Walking toward Broad Street on our left, the west, are Manufacturers Sales Company, electrical suppliers; Aiton-Chewning seed store; Scurry & Nixon, auto supplies; J. F. Berry Motor Company; Scott Auto Paint Shop; and F. B. Choen, dress manufacturer. Then after are Markley alley, the Hotel Nokassa, the Greenville Showcase & Fixture Company; Charles Switzer, clothing store. Next are Cauble Street, the Furniture Exchange, the Reclaim Furniture Company, the Coney Island Lunch and the Novelty, men's furnishings. Southeastern Optical Company is on the ground floor of the Southeastern Life building, the home office of Southeastern Life Insurance Company which will be absorbed in a few years by Liberty Life Insurance Company.

On the east in that block are Hillhouse-Bishop Tire Company, Auto Service Company, Auto Top Company, a vacant store, and Daniel Battery Company. Next are the Palmetto Engraving Company, the printing plant of Provence, Jarrard & Martin, the News building including Stone's drug store on the corner with cotton men and lawyers over the drug store. Crossing Broad and walking toward Court Street, we have on the west the U. S. Post Office building that will become City Hall in half a dozen years and the Masonic Temple with its scores of offices for lawyers, insurance agents and manufacturer's representatives.

On the east are the P. O. Lunch; Martin's Dry Goods, with

attorneys, Martin & Bolt upstairs; the Great A & P Tea Company, groceries and Greenville Meat Market. Then we see the Central Cafe, J. E. Serrine Company, engineers; Rogers grocery store; Jones Furniture Company; and upstairs C. G. Wyche, attorney. The Blue Building was inset at the Court Street corner.

The divisions of Court Street flank the Greenville County Court House on the west and on the east. Where the Record building once stood, is the Chamber of Commerce building, two rooms and a hallway wide, housing many offices and the burgeoning Liberty Life Insurance Company. It will be known later as the Liberty Life building, then the Insurance building, now as the North Greenville College building.

Continuing north from Court to McBee, on the west is Greenville's pride, the Poinsett Hotel, built in the mid-twenties through subscription to its stock as a community project. Through the 1950's it will be known as one of the best small hotels in the country. Its ground floor houses Lewis Printing Company, A. H. Shade Optical Company, Harper Brothers office supplies; and attorneys W. D. Workman, L. F. Simpson, Morgan & Cothran. Then come the Poinsett Shoe Shine parlor, the Greenvillian restaurant, the Hillsboro Hotel, Hartzog's drug store, a vacancy, Poe Piping & Heating Company, Poe hardware & Supply Company, the Boy's Shop, Belk-Simpson Company, department store, and on the corner the First National Bank.

From Court to McBee on the east are the Palmetto building offices; Carpenter Brothers, drug store; the Greenville Piggly Wiggly, groceries; and Busbee-Southern Furniture Company, with the Nite Owl Club upstairs. Next are Smith's Shoe Works; Jacobi & Schwartz, tailors; Southern Public Utilities Company, early name for the Duke Power company; Maxwell Brothers & Quinn, furniture; Dixie Shoe Store; American Woolen Mills clothing store; and Haverty's furniture store at the corner.

In the block from McBee to Washington on the west are Piedmont Shoe Company; a vacancy; City Sandwich Shop with, upstairs, C. B. Allen & Company, loans; and the offices

of Dr. J. M. Chapman and Dr. H. K. Johnson. Then come the Sloan Brothers drug store; M. H. Gorman, men's furnishings; Stewart-Merritt clothing store; the Lewis Store, credit clothing; W. H. Houston & Brother, booksellers; and C. F. Lagerholm, tailor. Next are the Miller-Jones shoe store and Hollywood Hat Shop with, upstairs, George Davis, electrical contractors and Gilfillan & Houston, insurance and real estate. Then are Efird's department store; Patton, Tilman & Bruce shoe store; the Glendale Hat Shop. Then the Mauldin building on the corner with Cowan Brothers Drug Company and the Savoy candy store on the ground floor and dentists, photographers, loan offices and the meeting rooms of fraternal orders on the upper floors.

On the east in that block, going north are W. A. Seybt & Company, books, and F. W. Woolworth Company on the ground floor of the Cleveland building, which houses on upper floors the Letter Shop, the Bradstreet Company, the Jordan Company, contractors, and F. S. Davenport's insurance office. The top floor is a dance hall and meeting room. Then come Modern Ready To Wear; Louis Fayonsky dry goods; Trivers Clothes with, upstairs, Dalton & Neves, civil engineers; J. H. Orr photographer; C. H. Riddle, picture frames; Thom McAn, shoes; and the Merit Shoe Company. The Woodside Building, Greenville's skyscraper, stands next, home of the People's State Bank and scores of offices. Then come Ligon's haberdashery; Uncle Sol's Pawn Shop; the National Clothing Store; the Newark Shoe Store; the People's Store, credit clothiers; the New York Shoe Shine parlor; and, on the corner, Gapen's Cigar Store.

Going north from Washington to Coffee on the west are Gross Millinery, Cinderella Slipper Salon, Hale's Jewelers, and L. W. Brock, optometrist. Then is J. O. Jones Company, men's clothier, and predecessor of the Heyward Mahon Company. Next are Mangle's, S. H. Kress & Company, Roxe Boot Shop, D. B. Eckstrom, tailor and William Ornduff, dry goods. The Bruce & Doster drug store is next with, upstairs, Groce & Groce real estate and Dr. Anthony White.

Across the street going north are Moskins Credit Company, clothing; Bolt's Drug Store; Maxwell Clothes Shop; Hecklin's

Sample Shoe Store; Askin's; clothiers; a vacancy; and Kingoff Brothers, jewelers. The Wilfred cafeteria, with the American Legion club room upstairs is next. Then come J. C. Burns & Company department store and Bloom's department store.

From Coffee to North Street we find on the west W. T. Grant department store with, upstairs, L. L. Roper, dentist; the Anthony insurance agency; W. D. & Paul Browning, insurance; Rush brothers real estate and Draughon's Business College. Then comes the Vogue, ladies wear; Meyers-Arnold Company, department store; Albert T. Vaughan, jewelers; the Greenville Pharmacy; the Lerner Shops, ladies wear; and Sullivan-Freeman Hardware Company. Then is Keith's Inc. ladies wear which will become Ivey-Keith Company, then Ivey's, then disappear from the downtown scene.

On the east side of the Coffee-North block are Martin-Hawkins Furniture Company; Saul's Ready-To-Wear; the Bijou Theater; Benchoff's ladies wear; the Piggly Wiggly; the Blue Bird Ice Cream Store No. 6; R. A. Brown Optical Company and the Hole In The Wall shoe store. Then come the Jitney Jungle grocery; the C. D. Kenny Company, coffee store; Gentry's bakery; Greenville Cut Rate Shoe Shop; Reeves & Burford, barbers; Pete's No. 2, home of mouth-watering hot dogs for a nickel and the Egyptian Theater.

From North to College on the west are Armstrong's pharmacy; Smithwick jewelers; Kayser & Long, ladies wear; Virginia Dare Dress Shops; the Ladies Shoppe; W. H. Keese & Company, jewelers; Eckerd's drugs. Then come the residence of Mrs. H. D. Smith, Montgoery Ward and League's where the exciting new radios could be bought; W. M. Miller, jeweler; a vacancy; the Pine Tree Gift Shop; Rivoli Theater; Craig-Rush Furniture Company; O'Neill-Williams Company sporting goods; the Little Pep Sandwich Shop and the Carolina Service Station.

On the east side of the North-College block are on the ground floor of the Finlay building, Batson's Ladies Wear; the Ideal Correspondence School; the Greenville Flower Shoppe and R. L. R. Bentz, home furnishings. Upstairs are the offices of T. M.

Davis and R. G. Wilkinson, physicians; Table Rock Laboratories; Morris-McKoy Building Company; I. W. Brown, dentist; R. G. Dun & Company and the LaVogue Beauty Shop.

Then come Mather-James furniture; Cohen's department store; Majestic Rooms, Majestic soda fountain and Majestic Theater. Next are the Toastee Sandwich Shop, Singer Sewing Machine Company and with entrance next to Toastee, the Greenville Public Library with the Art Gift Shop in the arcade leading to the library. Upstairs are the offices of Dr. Will Fewell, Dr. John Fewell, Dr. J. R. Simmons, dentist; Dr. T. B. Reeves; Dr. L. W. Boggs, Dr. T. G. Goldsmith, Dr. J. D. Guess, Dr. W. F. Ashmore, Dr. J. L. Sanders and Dr. Fletcher Jordan.

Then we see the Raysor Floral Company and Cabaniss-Gardner Company, ladies apparel with, upstairs, Dr. C. N. Wyatt, Dr. Hugh P. Smith and the Murray laboratory. Finally there are the Ottaray Drug Store, Pete's Fruit Store and Sears Roebuck & Company. Across Oak Street is the stately Ottaray Hotel with rocking chairs on the veranda, then the Carolina Theater, the studio of photographer W. P. Dowling and finally the Mackey Mortuary at the corner of Main and Elford.

Nineteen Eighty (1980)

Another 50 years pass, and we stand again at the River bridge. To our right Camperdown Mill is long gone; on its site stands the Citizens & Southern National Bank building. Beyond we see the viaduct carrying Camperdown Way over the Reedy River. To our left, former factories stare with broken-window eyes from the river's banks.

We walk north, seeing to the west a vacant building; then Allen-Seacord's heating/ventilating establishment; the office of Roy M. Gullick, realtor; Reedy River Antiques; vacant building; vacant building; Advanced Auto Painting. Then come Markley alley; the vacant McPherson building, then parking lots to the corner of Broad. The Southeastern Life building has been demolished. To the east we see H. & R. Tire Inc., a vacant store, Riddle's frame shop, the remains of a service station and

the new Greenville News building.

From Broad to Court we find on the west the City Hall plaza, occupying all frontage in the block except the building at Court street of Equity Life and Annuity Company. The new City Hall rises where Masonic Temple stood. On the east side of the block are parking lots, the Golden Cue billiard parlor and Cancellation Shoe Mart. The old Court House building is used for Family Court, and the former Chamber of Commerce building houses a branch of North Greenville College.

From Court to McBee we find on the west the Poinsett Hotel, its glory gone, now a residential hotel also housing E. Roy Stone, realtor, and Drake's florist. Then come Security Finance Company, the Bruce & Doster drug store, the vacant vastness of Belk-Simpson department store, departed to the malls, and First National Bank of South Carolina. On the east are Carpenter Brothers drug store, a vacant building, a parking lot, Kimbrell furniture Company, a parking lot and drive-in for First national Bank and a vacant building at the corner.

From McBee to Washington are on the west Colonial Finance Company, vacant store, Chicago High Fashions, Kingoff's jewelers, vacant store, Maxwell furniture store, National Shirt & Hat Shop, vacant store, Tinsley Jewelers Manufacturing, the Dollar Store, Hale's jewelers, vacant store, the Soul Train, Kelley's Clock Shop and Binaco of New York, clothing. On the east in that block are the Department of Social Services, occupying the former Kress premises and the South Carolina National bank and office building, where the Woodside building stood. Next are the Korn Kettle, the K Wig Fashions, Main Street Pharmacy and Men's Brand Name Shoes at the corner.

From Washington to Coffee on the west are F. W. Woolworth's on the corner, temporary offices of Prime Contracting Company, and four vacant stores. The corner of former West Coffee Street has been transformed into a mall fronting the Banker's Trust building. On the east are temporary quarters for Daniel International Corporation, engineers, the former J. C. Penney store building; Sven's Togs; Jean West,

clothing; Rey's jewelers; and Bob's Men's Shop, in process of going out of business.

From Coffee to North on the west are the vacant building where W. T. Grant once operated; another vacant store; the People's Market in the former quarters of Meyers-Arnold department store; a Miracle Hill shop; the Eleanor Shop; then three vacant stores before we reach Heyward Mahon Company, men's clothiers, at the corner. On the east, the building at the northeast corner is vacant; then come DJ's Robes; two vacant stores; the Sparr Store; two vacant stores; Household Finance Corporation; McDonald's Men's Shop; the Red Baron restaurant. Then come the Kiddie Korner, the Pen Shop, Tanner's L'il Orange drink stand, a vacant store, and Anderson Stamp and Engraving, a firm just moved to Main Street.

From North to College on the west are Ayers Leather Shop, Smithwick Jewelers, Gregory's Boutique, the Nettle Creek Shop, Volume III book store, Christian Science Reading Room, a vacant store, O'Neill-Williams sporting goods, Bride's World and Formal Shop, Cecil's Shoe Repair, the closed Fox Theater, Mitchell's Mill cafe, a parking lot, Hammond-Brown-Jennings furniture store, the Open Book, the Shops of Danice and Sedran Furs.

Across the street is Finlay Square, new name for the former quarters of Ivey's department store, moved to a mall. Finlay Square houses The Standard, women's clothes; Ye Olde Sandwich Shoppe; and the office of the Hyatt-Regency Hotel which is under construction in Greenville Commons, the convention center being built in the remainder of the block. Towering over the scene at Main and College is the Daniel building whose construction in 1964-65 initiated the revival of a deteriorating downtown.

Main Street from 1880 to 1980 mirrored the transformation of a farmers' market town into a major one-industry city, then into a metropolitan area recognized around the globe as the Textile Center of the World but notable for not being dominated by the textile industry. The 1880 town of 6,153 souls is now (in 1980) the heart of a metropolitan population of

562,179 in the urbanized counties of Pickens, Greenville and Spartanburg. Greenville City's population is 58,190 and Greenville County's 286,370.

Cotton gins once dotted all the county's townships; all are gone. Plants manufacturing synthetic fibers now produce more fiber than we ever plucked from the county's cotton fields. Now truck farms, orchards pasture, soy bean fields, and pulpwood tree farms fill the countryside.

By the 1960's Greenville laid undisputed claim to the title of Textile Center of the World, because of its mills, its heavy concentration of plants producing textile machinery and accessories, and because of the international textile machinerys expositions held regularly in its new Textile Hall. But community leadership had rightfully feared dependence on one industry, had worked for diversification and by 1980 other industries abounded, even though textiles remain dominant. The story is best told by the names of companies constructing plants in Greenville area in 1980: Exxon Materials Division, Reliance Electric, Bausch & Lomb, American Pipe and Plastics, National Cash Register, Cincinnati Milacron, Simonds Cutting Tools, Owens-Corning and Hart-Graphics.

Through the 19th century and the early decades of the 20th century nearly all retail establishments were locally owned. By 1930 chain stores had begun their invasion of the Main Streets of America. Chains were dominant by 1980, but were located mostly in the shopping strips, the shopping centers or the malls that had replaced Main Street as the center of retailing.

Residences were common on the Main Street of 1880. Even in 1930 there were residences on Main Street and homes predominated within two blocks of Main Street. In the 1960's and 1970's residences virtually disappeared from the entire downtown area. This trend was being reversed in 1980; there is a distinct move toward downtown living.

What major change is in prospect for Greenville in the next 50 years? Some evidence suggests that community leadership again will be successful in guiding change from a manufacturing

economy to one in which service business will hold at least equal rank.

Examples of this evidence are:

- * the dramatic growth of health services, as Greenville General Hospital has been transformed into the Greenville Hospital System.
- * the concentration of engineers, engineering companies and construction firms capable of handling major projects. The classified ads of *The Greenville News* give regular notice of this concentration.
- * the growth of advertising agencies and of specialty firms to serve them.
- * the growing number of specialists in international trade, in banking and other services, and the establishment of the Customs Port of Entry and the foreign Trade Zone. Business is already sufficient to support four customs brokers.

For those discouraged by the number of vacancies on Main Street, the best antidote is an aerial survey of downtown, to see the startling conformity of actuality to the plans developed in the 1960's. Most of this development has been off of Main Street so that its overall impact is not always realized. A bird could see that demolition of every vacant structure on Main Street would create parking lots hardly able to accommodate present needs. The bird would see too that business and development stretch in every direction from the banks of the Reedy.