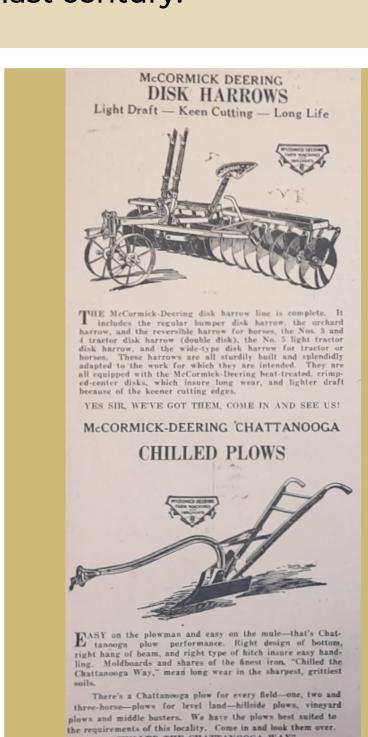
Commerce of a Century

Louisa County is historically thought of as rural farm land; however, an inventory of business in the last 100 years showcases the growth and development of Louisa County's diverse economy. This development is linked to historical events that emphasize larger trends within the state, country, and world. This research-based exhibit seeks to highlight key features of Louisa's economy that have become prominent in the decades of the last century.

1920s

Agriculture was the primary and established economy for Louisa County during the 1920s. Livestock production centered on poultry, while corn was the common food crop. Farmers' needs were met by local businesses such as the Louisa Hardware Co., which sold items including plows and tillers.

For other goods, residents relied on suppliers who were often the only one of their kind in the area. For example, the Woodward-Vaughan Motor Company was the primary automobile dealer of Louisa in the 20s. Out of necessity, Louisans often turned to larger markets such as Richmond for specialty items.



Louisa Hardware Co. (1929, October 10). Old man winter is not far away [Advertisement]. The Central Virginian, 6.

"CHILLED THE CHATTANOOGA WAY"

Did you know?

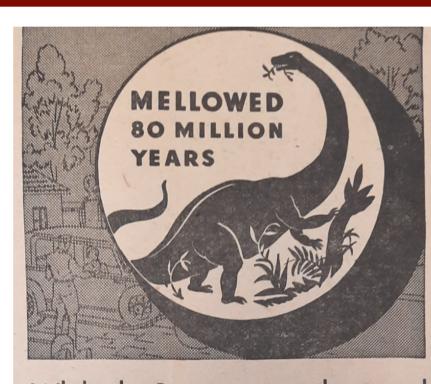
Started as a side business in 1928, the Louisa Feed Service was one of the largest and longest operating farm suppliers in Louisa. In 1977, it relocated from Fredericksburg Avenue to Route 22 where the Orange-Madison Cooperative now stands.

1930s

Advertisements were more diverse in the 1930s with a larger variety of goods and services marketed. A notable change was the emphasis on automobile transportation. With the construction and expansion of the state highway system under the 1932 Byrd Road Act, service stations and garages were more common. Motor oil and gasoline were increasingly marketed to Louisans as automobiles became more prevalent.

More emphasis was placed on other types of businesses as well, such as the local banks and department and retail stores. For example, the Peoples Bank of Piedmont began operating in Louisa and the Spotless Stores chain became popular.

Growth in technology impacted local business also. As telephone service expanded in the area, business owners were encouraged to become connected to the telephone line to promote their accessibility to customers.



While the Brontosaurus browsed in OKLAHOMA

Millions of years ago-even before the ancient Brontosaurus lived-Nature formed the Cambro-Ordovician oil pool in Oklahoma. Today this oldest of Midcontinent crudes is piped to the great Sinclair refineries where it is refined, blended, de-waxed, freed from petroleum jelly and made into Sinclair Opaline-a product resulting from 80 million years of filtering and mellowing. Try a crankcaseful of Sinclair Opalinenote how it stands up in the heat of fast driving. Note especially at draining time how little oil has been used up-positive, visible proof of protection for the last mile as well as the first!



PHONE 95-F-3

Richardson, A. J. (1933, July 20). Mellowed 80 million years [Advertisement]. *The Central Virginian*, 2.

1940s

As a result of World War II, increased industrial production fostered fresh economic opportunities during the 40s. Local financial institutions offered more loans and new insurance agencies formed. These nowcommon financial services were just emerging in the post-war era.

Businesses incorporated war propaganda into their advertisements and war bonds became

popular financial investments. Advertisements called citizens to aid the war effort by donating materials such as kitchen fat, used to make antiaircraft shells.

Yet, other aspects of Louisa's business remained unchanged. Modernization seen in the 1930s

continued with the sale of electric appliances and the expansion of electrical services. Agriculture was ongoing and local shops offered

needed products such as fertilizer and fencing.

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PEOPLES NATIONAL BANK Charlottesville, Virginia LOUISA BRANCH — LOUISA, VA. Member Federal Deposit Insurance Corporation

Peoples National Bank. (1943, April 1). Reserves win many battles [Advertisement]. The Central Virginian, 1.

"THE FRIENDLY BANK"