

Stars on the National Stage



Chapter Preview

Terms:

Equal Rights Amendment (ERA), subsidy, metropolitan, urban sprawl, urban renewal, franchise, interstate banking, historic preservation, cultural renewal, ridge law, global warming

a-z

GLOSSARY

People:

Elizabeth Hanford Dole, Michael J. Jordan, Jim Holshouser, Jesse Helms, Jim Hunt, Jim Martin, Eva Clayton, Ralph W. Ketner, Andy Griffith, James Goodnight, James Barr, Richard Petty, Dale Earnhardt Sr., Ben Long

Places:

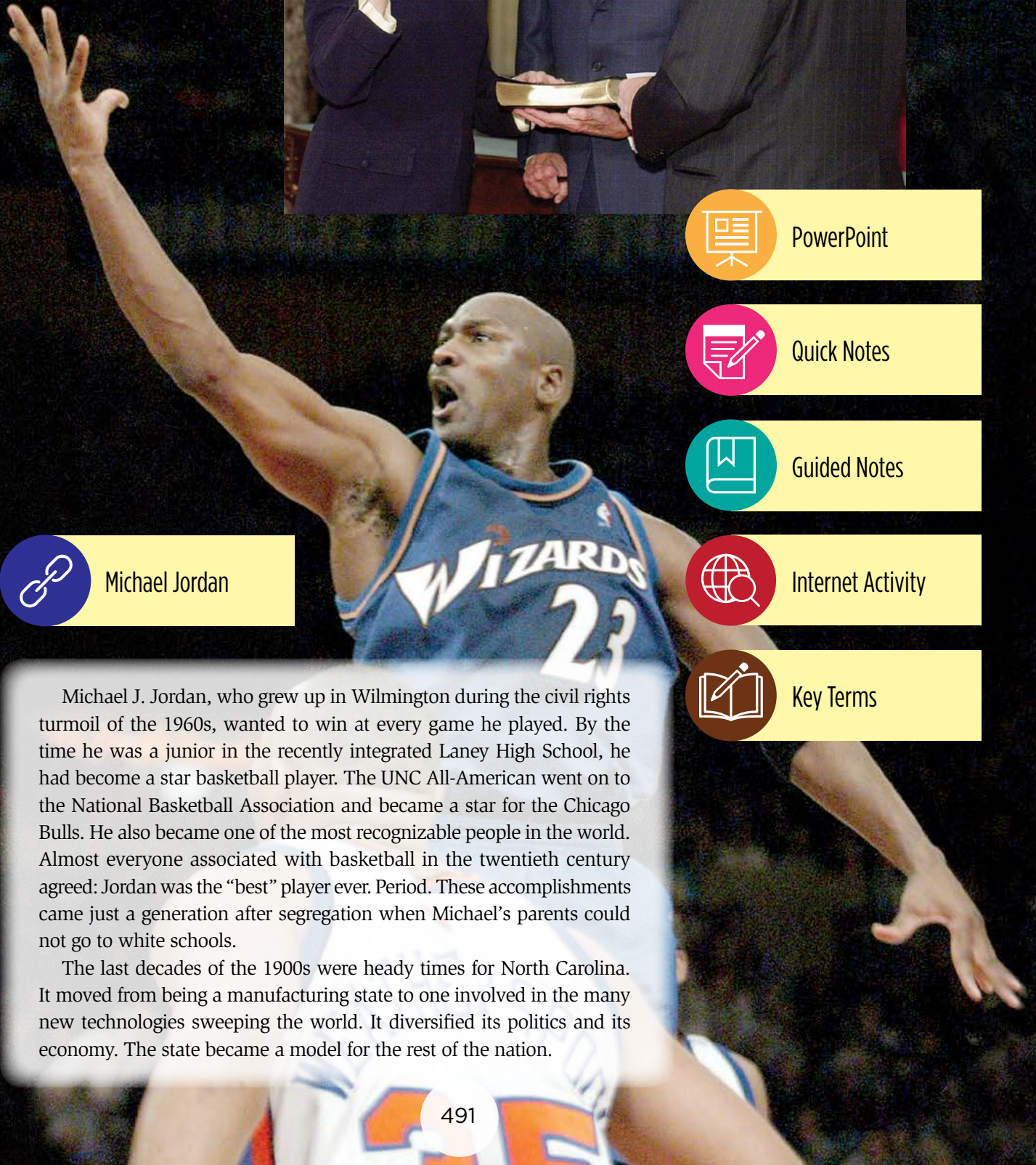
Cary, Clemmons, the Triangle, Piedmont Triad, Great Smoky Mountains National Park, Cape Hatteras National Seashore, Seagrove, Brevard, Princeville

As television became a part of everyday life after the 1960s, North Carolinians became more familiar to all Americans. It seemed that every year another native of the state gained national attention and admiration. Why? Because North Carolinians could be determined, competitive people. They worked hard to achieve their goals. They let adversity take them to the next step up. In the 1976 Olympics, for example, Leroy Walker became track coach of the U.S. team after decades of being overlooked at North Carolina Central University. Dean Smith of UNC won a gold medal as the basketball coach, even though he did not win the college national title until six years later.

Some Tar Heels stood out even among these notable North Carolinians. Two of the most recognizable natives of our state in the last decades of the twentieth century were a woman who devoted herself to public service and a man who became world famous by perfecting his athletic skills.

Elizabeth Hanford Dole, who grew up in Salisbury in the 1950s, told childhood friends that “I want to be the first woman president of the United States.” She went to Duke University, then to Harvard Law School at a time when young women were expected to marry and settle down. She went to work in Washington, DC, in the federal office that helped consumers with their problems. She was then appointed to the Federal Trade Commission and married Senator Bob Dole of Kansas. Later she served in the cabinets of two presidents, Ronald Reagan and George H. W. Bush. In 1991, she became the head of the American Red Cross. In 1996, Bob Dole ran for president, and Elizabeth could have become first lady. In 1999, at the urging of many North Carolinians, she decided to run for president herself. She did not win, but she did become one of the most widely accomplished women in American politics in the twentieth century.

Top Left: Coach Dean Smith is shown giving his UNC players sideline instructions during a game against NC State. During the 1970s, Dean Smith brought national attention to the University of North Carolina basketball program. **Opposite page, Top Right:** Salisbury native Elizabeth Hanford Dole took the oath of office as the state’s first female U.S. senator in 2002. With her is her husband, former Senator Bob Dole of Kansas. **Background:** Michael Jordan, from Wilmington, went from being a Carolina All-American to an NBA star with the Chicago Bulls and Washington Wizards. Jordan was also part-owner of the Wizards.



Michael Jordan



PowerPoint



Quick Notes



Guided Notes



Internet Activity



Key Terms

Michael J. Jordan, who grew up in Wilmington during the civil rights turmoil of the 1960s, wanted to win at every game he played. By the time he was a junior in the recently integrated Laney High School, he had become a star basketball player. The UNC All-American went on to the National Basketball Association and became a star for the Chicago Bulls. He also became one of the most recognizable people in the world. Almost everyone associated with basketball in the twentieth century agreed: Jordan was the “best” player ever. Period. These accomplishments came just a generation after segregation when Michael’s parents could not go to white schools.

The last decades of the 1900s were heady times for North Carolina. It moved from being a manufacturing state to one involved in the many new technologies sweeping the world. It diversified its politics and its economy. The state became a model for the rest of the nation.

Signs of the Times



Population

The state's population was 5.8 million in 1980, 6.6 million in 1990, and 8.4 million in 2000. Two-thirds of the people lived in towns or cities. Charlotte, still the largest city, grew from 350,000 in 1980 to 500,000 by 2000.

Entertainment

A production facility built in Wilmington led to more movies being made in the state. Locally made movies and their sites included *Being There* (1982) at the Biltmore Estate, *The Color Purple* (1985) in Anson County, *Bull Durham* (1988) in Durham, *Days of Thunder* (1990) in Charlotte, *Last of the Mohicans* (1992) at Lake Lure, and *Nell* (1994) near the Joyce Kilmer Memorial Forest.

Literature

Charles Frazier, who grew up in Asheville and studied at Duke University, published one of the most successful historical novels ever written. *Cold Mountain*, which traced the story of a Confederate deserter making his way home to Haywood County, won the National Book Award in 1997.

Food

Tar Heels continued to consume large quantities of Texas Pete hot sauce from Winston-Salem, Cheerwine soft drink from Salisbury, and Slim Jim beef sticks from Garner. The prize state food, however, became Krispy Kreme doughnuts, which were marketed nationally after 1990.

Fads

In 1974, students at UNC in Chapel Hill invented “streaking,” where groups of students stripped naked and ran through the campus. The first streak attracted 200 men and 20 women, the second almost 1,000—watched by a crowd of 6,000.

Transportation

Passenger service on railroads had stopped by the early 1970s in the state, as interstates took most traffic. The federal government continued to fund Amtrak, which ran two trains through the state. In the 1990s, the state of North Carolina revived local service with two trains that went daily between Charlotte and Raleigh.

Science

Dendrochronology was developed, using the rings in the trunks of old trees to date buildings and forests. The width of the rings was matched by a computer program with what was known about weather for every year since 1500. NC State scientists concluded that one of the worst droughts ever experienced was responsible for the Lost Colonists leaving Roanoke in the late 1580s.

Fashion

Alexander Julian of Chapel Hill became one of the nation's leading designers of men's clothing. Julian, who grew up working in his father's mensware shop near the University, was notable for the bright “colours” he brought to his fabrics.



Figure 14.1

**Timeline
1970-2000**

1970

1971 - State constitution rewritten

1972 - Jesse Helms elected U.S. senator

1973 - Medical school established at ECU

Vietnam conflict ended with a truce - **1973**

2nd of the World Trade Center's twin towers completed in New York City

1976 - Jim Hunt elected governor

U.S. celebrated bicentennial - **1976**

Sandra Day O'Connor became first female U.S. Supreme Court justice - **1981**

1980 - Hunt became the first governor to run for a second successive term.

1980



Space shuttle *Challenger* exploded - **1986**

1989 - Hurricane Hugo

Berlin Wall fell, leading to reunification of Germany - **1989**

1990

Persian Gulf War - **1991**

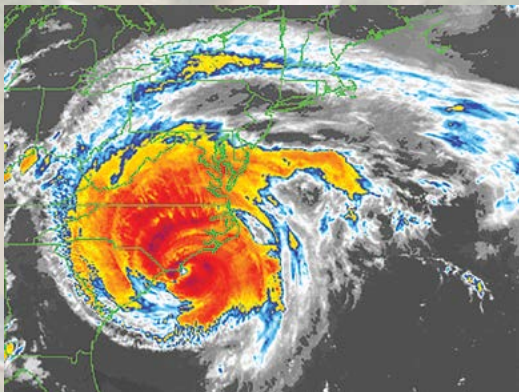
1995 - Charlotte acquired Carolina Panthers franchise

1996 - Tobacco advertising restricted; Hurricane Fran

Olympic Games held in Atlanta, Georgia - **1996**

1999 - Hurricane Floyd

2000



Section 1

Audiobook
Chapter 14-1Politics at the
Forefront

The Republicans Restore Political Balance

As you read, look for



- ▶ the growth of the Republican Party in the state, resulting in a two-party system;
- ▶ the effects of the civil rights movement and the ERA on political thinking in the state;
- ▶ notable politicians of the period;
- ▶ terms: **Equal Rights Amendment (ERA)**, **subsidy**.

In November 1972, North Carolinians awoke to shocking news. For the first time in seventy-two years, their governor-elect was a Republican. Their newly elected U.S. senator was a Republican too, the first since 1903. The election marked a *watershed* (turning point) for North Carolina in the twentieth century. By the late 1970s, North Carolina had helped the national Republican Party change the course of the federal government. By the 1980s, North Carolina once again had a two-party system like it had in the 1800s.

Background: Republicans had a strong presence in the western portion of North Carolina.

The Basis for the Rebound

No Republican had won a statewide election since the white supremacist Democrats had eliminated the black vote in the early 1900s. During the early decades of one-party rule in the state, Republicans seldom had a chance. They put up only token opposition. Some years they barely had any members in the state legislature. When the Democrats were at their peak, during the New Deal years, only in Uwharrie counties (like Randolph and Davidson) and in foothills counties (like Yadkin and Wilkes) did Republicans win at all.

The Republicans began to make their comeback during the 1940s, when the prosperity created by World War II spread across the state. As North Carolinians began to have more choices after the war, many citizens in the west chose to return to their Republican roots. Republican Charles Jonas of Lincolnton served several terms in Congress after 1950. When Democrat Terry Sanford was elected governor in 1960, most of the western counties went for his opponent.

The coming of the civil rights movement in the 1960s convinced some North Carolinians to vote for Republicans. They believed that Democrats in northern states had pushed racial change on them. Often, these North Carolinians became “ticket-splitters.” They voted for Republicans for national office but stayed with Democrats on the local level. After so many black citizens registered under the Voting Rights Act, North Carolina once again became a sectional state. Democrats controlled the east; Republicans were a strong presence in the west.

Jim Holshouser of Boone, who was elected governor in 1972, had carefully built up the Republican Party in the Mountains counties. Holshouser also worked hard to gain votes in the Piedmont counties where textile towns like Gastonia were undergoing change. Holshouser won, however, because he got a big boost from the statewide support for Republican Richard Nixon, who was reelected president in 1972. Nixon’s cautious, more conservative approach to civil rights and the Vietnam War appealed to many.



Jim Holshouser

Above: In 1972, James Holshouser of Boone became the first Republican elected governor since 1896.

Below: People held many rallies, like this one at the State Capitol in Raleigh, to convince the legislature to ratify the Equal Rights Amendment. They were unsuccessful.



Jesse Helms

DID YOU KNOW... 

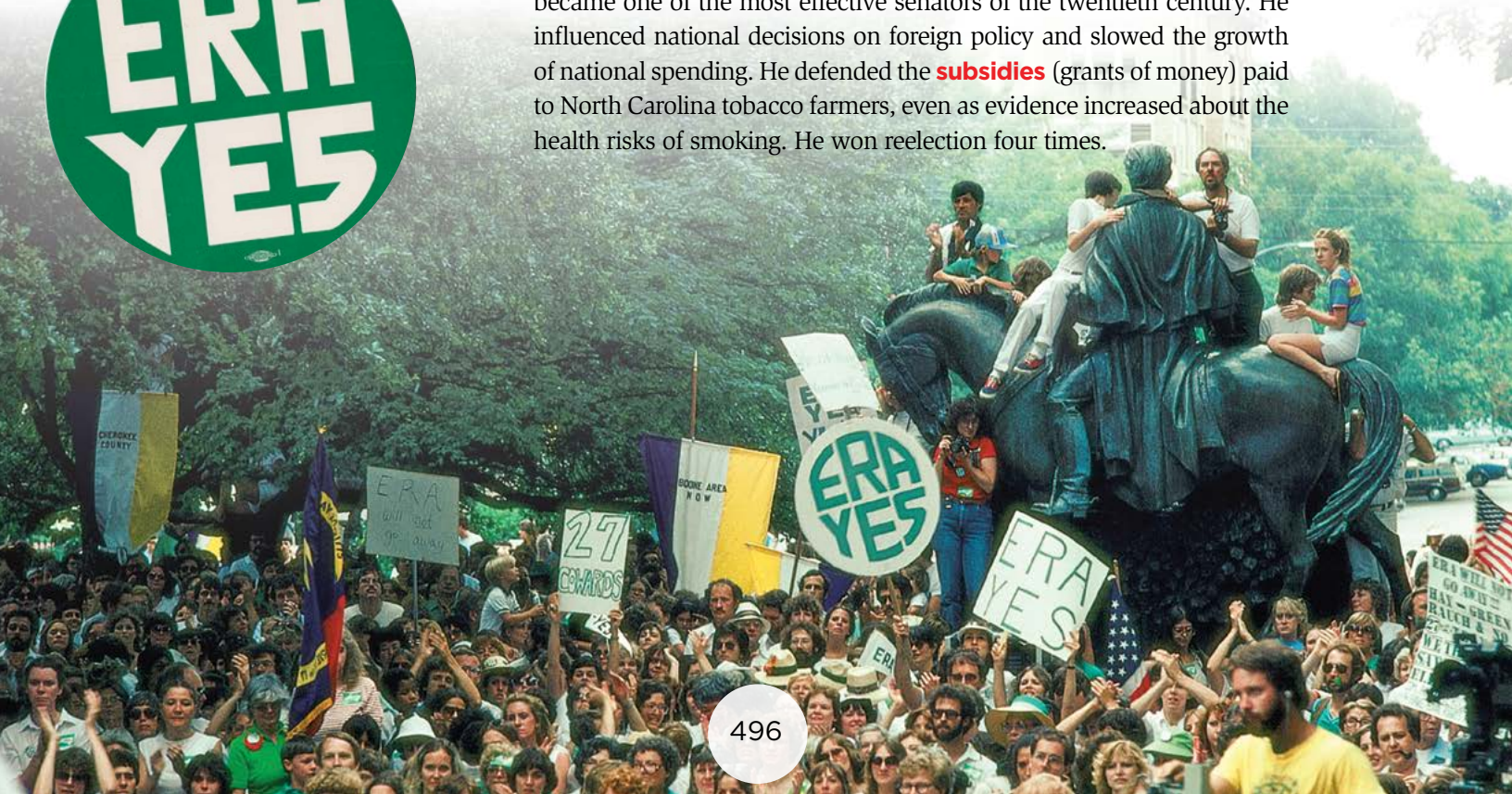
Jesse Helms did not run for reelection in 2002. He was replaced by Elizabeth Dole. Another important leader in Congress at that time was Robert Byrd, a Wilkesboro native who served as a U.S. senator from West Virginia.

In fact, many North Carolinians of the day supported turning back many of the liberal ideas passed by the federal government in the 1960s. For example, North Carolina refused to ratify the proposed **Equal Rights Amendment (ERA)** to the U.S. Constitution. The amendment said that Americans could not discriminate against someone because of gender. It was particularly regarded as a measure for women to gain more equality in wages, law enforcement, and personal advancement. The ERA controversy divided the state almost as evenly in the 1970s as had sectionalism in the 1830s. Conservatives, however, won out, defeating several attempts to have the state legislature ratify the amendment.

“Senator No”

The Republican who benefited most from the 1972 Republican landslide victory was Jesse Helms, who was elected to the U.S. Senate. Helms, who had attended Wake Forest College before it was moved to Winston-Salem, had been a Democrat. He did not like the changes occurring in the nation or the state. During the 1960s, he became a Republican. Helms gained influence as a commentator for the Raleigh television station WRAL. Each evening, for five minutes, Helms gave his view on current events to the residents of the Coastal Plain counties. He hinted that communists might be involved in some of the “liberal” changes like civil rights. He also criticized the 1960s federal innovations like Medicare as “socialized medicine” and strongly defended government price supports for tobacco.

Once in Washington, Helms quickly became a nationally known figure. He supported the idea of limited government set out by Nathaniel Macon in the early 1800s. Northerners (and some embarrassed North Carolinians) referred to him as “Senator No” because he seemed to vote against every measure that seemed even a little “liberal.” Helms, however, became one of the most effective senators of the twentieth century. He influenced national decisions on foreign policy and slowed the growth of national spending. He defended the **subsidies** (grants of money) paid to North Carolina tobacco farmers, even as evidence increased about the health risks of smoking. He won reelection four times.



Helms also greatly influenced the direction of the national Republican Party. He helped make it more conservative. He became allied with groups that wanted to outlaw abortion, restore school prayer in the public schools, and eliminate busing as a way to achieve integration. His own fund-raising office in Raleigh took advantage of new technology to solicit donations from like-minded citizens across the nation, and the party copied him. Helms was also an early supporter of Ronald Reagan, the conservative governor of California. Reagan's eventual election as president in 1980 began when Helms helped him win the North Carolina presidential primary in 1976.

A Balance of Power in Raleigh

In North Carolina, Jim Holshouser moved the state in a more conservative direction, even though the Democrats remained a majority in the legislature. Holshouser particularly succeeded in reorganizing state government based upon constitutional amendments passed in the state in 1971. The constitution of 1971 consolidated a number of state offices into larger departments, which in turn were split into divisions. For the first time, the governor could name the head of a department. This allowed better direction.

During the Holshouser years, the Democrats were led by Lieutenant Governor Jim Hunt. The Wilson County farmer, a graduate of NC State, was elected governor in 1976. Hunt skillfully used the state's new administrative divisions to build up the power of the governor's office. He also convinced the legislature in 1977 that it was time for North Carolina to allow the governor to serve more than one term. When that amendment to the state constitution was ratified, Hunt, in 1980, became the first governor reelected in the twentieth century. After Republican Jim Martin served as governor for two terms in the 1980s, Hunt ran again and was elected governor twice more during the 1990s. His twenty years in office as lieutenant governor and governor were the longest service in the state's highest executive offices since Gabriel Johnston in the colonial period.



The constitution of 1971 reduced the number of state agencies from about 200 to 25.



Jim Hunt

Above: Jesse Helms, Republican from Monroe, was first elected to serve in the U.S. Senate in 1972.

Left: James B. Hunt of Rock Ridge in Wilson County was student body president of NC State. He went on to be the longest-serving governor in modern North Carolina history.



During the Hunt and Martin years, North Carolina argued and debated the best way to serve its citizens. Most of all, the state leaders tried various ways to provide better education for schoolchildren and to take better care of disadvantaged citizens. The state instituted kindergarten and Head Start, two programs designed to help very young children. For years, Governor Hunt supported a series of programs called Smart Start, which worked to give poorer children in the state a better chance to succeed once they got to the first grade. Class sizes were made smaller, and tests were put into place to measure progress.

Changing Patterns of Representation

Political change occurred throughout the 1990s. In 1988, the Republicans elected enough representatives to influence legislation. They joined with more conservative Democrats to elect new leadership in the General Assembly. In 1991, Dan Blue of Wake County, a Democrat, became the first African American speaker of the House in state history. In 1995, Harold Brubaker of Randolph County became the first Republican speaker. In addition, the number of women in the General Assembly grew from one in 1971 to eighteen at the start of the 1990s. One-fourth of the women representatives came from Mecklenburg County.

National offices followed the same pattern as the legislature. Almost all the U.S. representatives elected in the west during the last decades of the century were Republicans. More Democrats were elected in the east, including Eva Clayton, a North Carolina Central graduate. Mrs. Clayton of Littleton, the first African American female from North Carolina to be elected to the U.S. Congress, was elected four times.

In the west, Melvin Watt of Charlotte was repeatedly returned to Congress during the 1990s from one of the strangest-shaped districts in state history. Because of federal laws, the state was required to set up some congressional districts where a majority of residents were minorities. The state created a long, twisting district that went from Durham to Charlotte close to the interstate. This caused controversy in the state because the district both cut through old white-dominated areas and isolated blacks into one district. “It looks like some varmint you see in the microscope in high school biology class,” said one critic. The efforts, however, resulted in the state having a balance of the two political parties in Congress.

It's Your Turn

1. What is a “ticket-splitter”?
2. Why did the Equal Rights Amendment fail?
3. Who was the first governor to be reelected after the passage of the constitutional amendment?

Above: In the 1990s, Representative Dan Blue of Raleigh, a Democrat, became the first African American speaker of the North Carolina House of Representatives.

Section 2

The First Truly Urban Places Develop



Audiobook
Chapter 14-2



Brainstorming
Activity: Reasons
for Growth

As you read, look for

- ▶ North Carolina's change to a more urban state;
- ▶ the effects of urbanization;
- ▶ terms: **metropolitan**, **urban sprawl**, **urban renewal**, **franchise**.

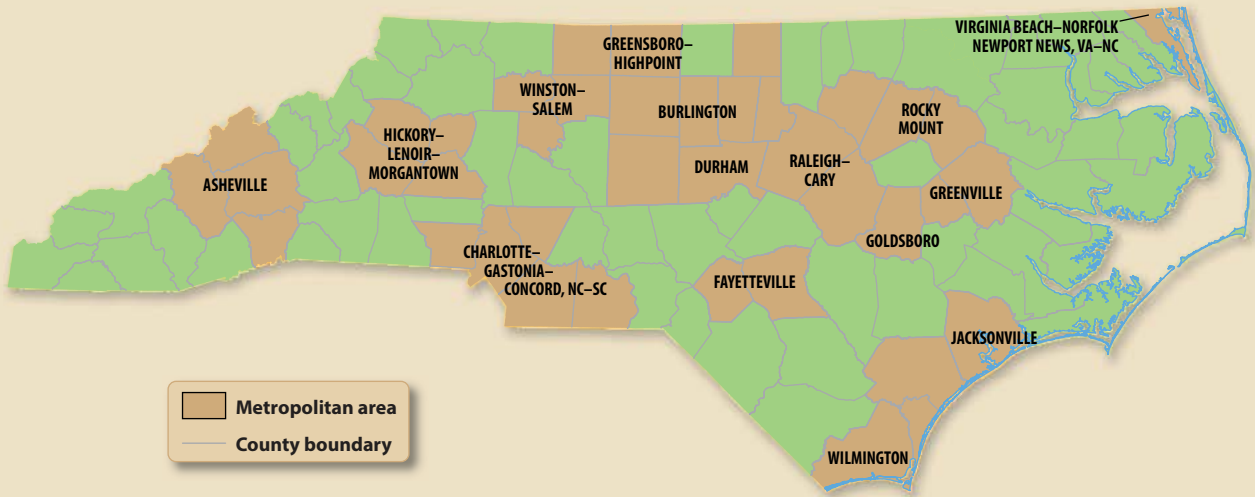


North Carolina's towns date back to the early 1700s, and a few of its towns became small cities by the late 1800s. But it was not until the late 1900s that North Carolina became metropolitan. A **metropolitan** area has a concentration of people, jobs, services, and entertainment. After 1970, more North Carolinians lived in these areas than in their traditional crossroads hamlets, mill villages, or small towns.

Metropolitan Areas in the State

During this period of change, Charlotte even tried to call itself "Metrolina." The nickname, a blend of the words *metropolitan* and *Carolina*, signified that Charlotte was also growing into South Carolina. Charlotte had been the first city in the state to gain more than 100,000 residents, during World War II. By 1970, Charlotte, Winston-Salem, Greensboro, and Raleigh all had at least that many people.

Left: Charlotte began to build very tall buildings in the 1970s when banking brought new prosperity to the Queen City. The city became a major league community by the 1980s, with teams in the NBA and the NFL.



Map 14.1

North Carolina Metropolitan Areas, 2000

Map Skill: Which counties make up the Charlotte metropolitan area?

Over the next twenty years, many of these cities did not grow that much, but the areas around them more than tripled in size. Many new residents and children of old residents preferred to live in nearby suburban towns like Cary or Clemmons. Cary, just to the southwest of Raleigh, had the most amazing growth rate of all. Fewer than 5,000 people lived in Cary in the 1960s. By the late 1990s, its population approached 80,000.

Overall, a new urban awareness had developed. More than a million people lived close enough to Charlotte to regard it as their home city. Groups of a million or more were sprawled into other recognized urban centers: the Triangle of Raleigh, Durham, and Chapel Hill and the Piedmont Triad of Greensboro, Winston-Salem, and High Point.

These urban areas in the Piedmont copied the trends of city growth elsewhere. Cities spread outward from downtowns and took over farmland. On the edges of each of the cities were built new subdivisions and shopping centers. In the early 1970s, SouthPark Mall in Charlotte, Hanes Mall in Winston-Salem, and Crabtree Valley Mall in Raleigh were at the edge of the cities. Because of **urban sprawl** (unplanned, uncoordinated spread), downtown areas rapidly declined because major stores like Belk relocated to the malls. In addition, federal projects aimed at **urban renewal** (the replacement of run-down city buildings) led to the demolition of poor neighborhoods that used to be on the edges of downtowns. Much of Hayti in Durham and Brooklyn in Charlotte were *razed* (knocked down) by the late 1960s.

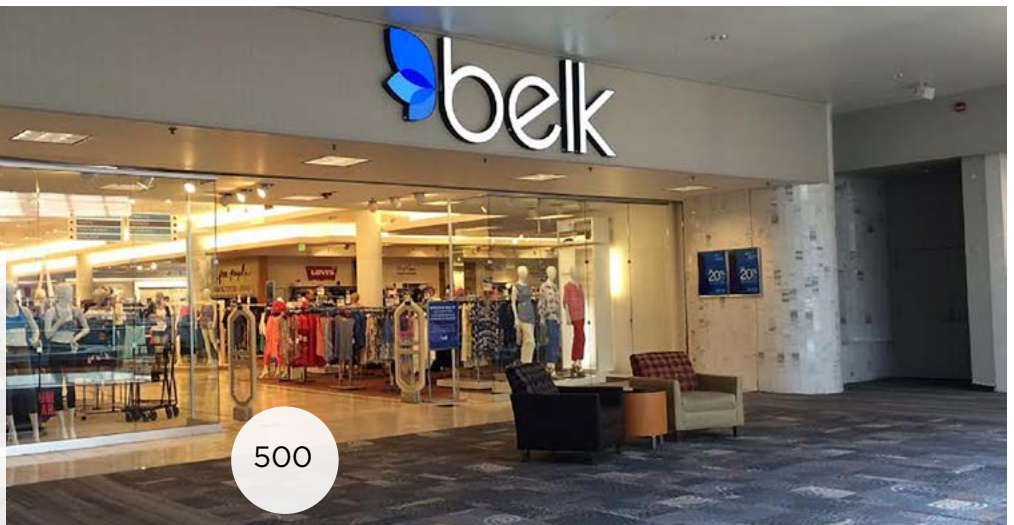
DID YOU KNOW...

During the 1990s, Belk was the nation's largest privately owned department store company. It had more than 300 stores in 16 states at its peak. John Belk, son of the Belk chain's founder, was a longtime mayor of Charlotte. The Belk Freeway was named for him.



Belk

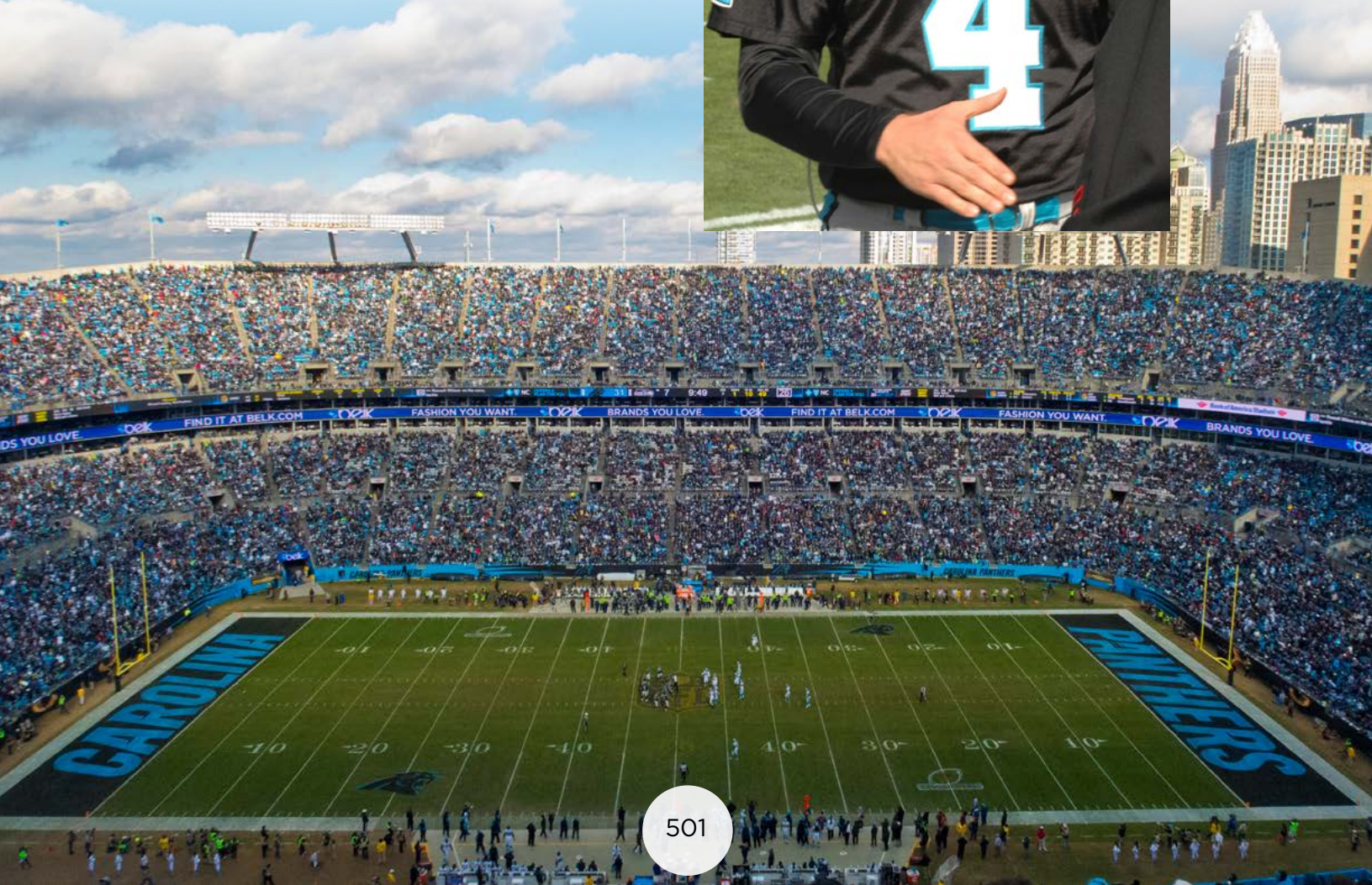
Right: One of the most popular stores in malls across the state was the Belk Company of Charlotte.



The state also contributed to the sprawl of urban life by building newer, improved interstates farther away from the downtowns. Along the interstates—and the multilane highways that took motorists to the interstates—were fast-food franchises, which began to appear in the 1960s. A **franchise** is a business granted a special right to sell a product or service in a certain area. One of these franchises, Hardee's, had been founded in Rocky Mount.

One result of North Carolina's development as an urban state was the gain of professional sports teams. The state had long been home to minor league baseball teams, and hockey teams had competed in Charlotte and Greensboro. The lack of one urban center led to a 1968 attempt to have a major league basketball team, the Carolina Cougars of the American Basketball Association, rotate playing in Raleigh, Greensboro, and Charlotte. That lasted a few years. The rapid growth of Charlotte gained the Queen City a short-lived team in the World Football League. By the 1980s, however, Charlotte was big enough to become home to a National Basketball Association team, the Charlotte Hornets. They stayed for more than a decade. Then the team, and the nickname that went back to the American Revolution, moved to New Orleans. In 1995, the National Football League awarded Charlotte the Carolina Panthers franchise.

Below: Kicker John Kasay, a fan favorite, holds the team's career points record with 1,482 points during his 16 seasons (1996-2010) with the Carolina Panthers. **Bottom:** Bank of America Stadium is a 75,412-seat football stadium located on 33 acres in uptown Charlotte.





Before Food Lion, it was Food Town

DID YOU KNOW...



The first Wal-Mart store in North Carolina was opened in Murphy in 1983.

Effects on Small Towns

The urban sprawl of North Carolina's metropolitan areas did more than just take up land. A tremendous amount of shopping and entertainment became available within a day's drive. Over time, the rise of metropolitan areas closed most of the shops and stores that were the mainstays of small towns.

Very small towns like Bethel in Pitt County lost most of their businesses in less than a decade. One by one, hardware stores went out of business, as residents drove to bigger towns to shop at Lowe's, a giant home-improvement supply business that started in North Wilkesboro.

In the smaller towns, their family-owned grocery stores, where credit accounts were paid off each month, were replaced with the more modern supermarket chains. The Teeter brothers of Mooresville evolved into Harris Teeter in this way. By the 1970s, Salisbury-based Food Town (later to be called Food Lion) had spread across the Piedmont. Its principal founder, Ralph W. Ketner, had introduced discounting (reducing) the price of canned and packaged goods to make groceries more affordable to North Carolinians. His marketing strategy of LFPINC. ("lowest food prices in North Carolina") resulted in Food Lion becoming the largest grocery chain based in the state. The company operated more than 1,000 stores and became the largest private employer.



Above: Lowe's Home Improvement Centers was started in North Wilkesboro and soon spread across the state in the 1970s and 1980s. This Lowe's is located in Chapel Hill.



Out in the country, the crossroads store often closed when convenience marts were built nearby. Sometimes, families who had run the old country stores hung on until the elderly family member retired, as was the case at Shinnville, in Iredell County. As late as 1975, the third generation of Shinns still sold everything from groceries to tools to overalls.

The availability of automobiles to just about every citizen, combined with the expansion of the paved and multilane roads, ended the traditional small-town custom of house calls by physicians. In fact, as hospitals expanded in the cities, fewer and fewer physicians lived in the small towns. This was particularly a problem on the Coastal Plain, where a shortage of doctors occurred by the 1970s. One reason that a medical school was established at East Carolina University in Greenville in 1973 was the need to expand health care in the east.

A key reason for the decline of small town commerce, particularly in the east, was the loss of so many farms. Although a third of the state's residents were still involved in manufacturing, the number of farmers fell dramatically. By the end of the 1990s, only about three out of every one hundred North Carolinians still farmed, compared with one in two at the end of World War II.

It's Your Turn

1. What is the Piedmont Triad? the Triangle?
2. Explain the negative and positive effects of urban sprawl.
3. Where was Food Lion based? What was the secret of its success?

Above: The Teeter brothers of Mooresville evolved from a small, family-owned store into the Harris Teeter chain, based in Charlotte.

special Feature



Carolina Places Mayberry

Perhaps the best-known place in North Carolina is not actually in the state, but on television. “Mayberry, North Carolina” became famous because of *The Andy Griffith Show*, a 1960s comedy series. Since that time, the show has been rerun just about every day for a half century, courtesy of cable television.

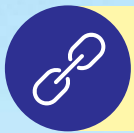
Mayberry was “founded” by North Carolina native Andy Griffith, who grew up in Mount Airy in Surry County. He attended the University of North Carolina in Chapel Hill, where he became interested in acting. Griffith also tried his hand at stand-up comedy. After teaching for a year at Goldsboro High School, Griffith hit the big-time with a monologue titled “What It Was...Was Football.” That was based upon the idea of a country boy coming to Chapel Hill for the first time. In the 1950s, Griffith did comedy in clubs and then began to get acting jobs. His next break was playing a naïve mountain boy in the movie *No Time for Sergeants*. By 1960, Griffith had earned enough fame to have his own television show. In the show, Griffith portrayed Andy Taylor, the town sheriff.

Griffith and a group of television writers, including Duke University graduate Harvey Bullock, created a mythical town full of characters that any North Carolinian would recognize as real. Otis Campbell, the Scots-Irishman who drank too much but had a heart of gold; Barney Fife, whose superstitious habits followed the traditions of Piedmont Germans; and Gomer Pyle, whose parents could have worked in the cotton mills; all rang true to viewers. One character in the show, Emmett Clark, was named for Griffith’s childhood best friend.





Part of the show's popularity was its sense of kindness toward all people, regardless of who they were. Mayberry was a place full of odd people who often did foolish and silly things, but no one ever hated them for their behavior or their weaknesses. Usually, a lesson was learned and a value taught, as in the episode when Opie, the sheriff's son, killed a bird with his slingshot. Opie had to learn to take care of the orphaned baby birds and then let them fly away. The show even slyly called attention to race relations in the South. The show had no black characters, but in many episodes black "residents" were on the streets.



Mayberry Days Festival

The closest real town to Mayberry in North Carolina is Mount Airy, which has proudly claimed its heritage as an inspiration of Andy Griffith's career. Visitors to Mount Airy can see a mock-up jail, a barber shop, and even the "Snappy Lunch," a diner actually depicted in the show, where Griffith ate as a child. Most folks who eat there have the Mayberry Special, a pork chop sandwich. Even into the twenty-first century, Mount Airy residents continue to visit their downtown, walking, talking, visiting, and even going to the movies on a weeknight. Mount Airy was honored in 2003 with a statue of "Andy and Opie" given to the town by the cable channel TV Land. Since then, residents have set up a museum full of artifacts from the show.

Griffith himself went on to other television and movie roles. He came back to North Carolina when he retired, building a home in Manteo. He died in July of 2012 at his Manteo home.



Section 3



Audiobook
Chapter 14-3



Industry Shifts: From
Manufacturing to
High Tech

New Technologies Alter the Industrial Economy

As you read, look for

Setting a
Purpose

- ▶ the status of the big three industries at the end of the century;
- ▶ new technologies and companies in the state;
- ▶ the rise of interstate banking;
- ▶ the growing popularity of NASCAR;
- ▶ term: **interstate banking**.

While politics in North Carolina was changing after 1970, so was the economy. The stability of the big three industries gave way steadily in the last decades of the century. Tobacco in particular took hits because of the bad health risks associated with smoking. In the midst of the decline of the old forms of industry, new economic opportunities came to the state. In agriculture, for example, the number of people who farmed fell dramatically. Yet, those farms that remained became larger and more productive by using better technology. North Carolina remained one of the top ten farming states through the end of the twentieth century. It also helped pioneer new technologies in drugs, computers, and banking.

Below: The farms that remained in North Carolina became larger and more productive using technology.

Stop Signs along Tobacco Road

North Carolina continued to make more cigarettes than any other state and to grow most of the tobacco needed for those cigarettes. Because fewer Americans smoked, however, the size of the tobacco industry shrank. This was particularly true among the growers on the Coastal Plain. Income from tobacco stayed steady at \$1 billion, but tobacco's portion of state agriculture shrank from 36 percent in the 1970s to 15 percent by the 1990s. The size of the tobacco allotments (the permits needed to grow tobacco for the price-supported market) was cut in half. Profits went down even more after 1996, when the federal government severely restricted advertising by the tobacco companies. In addition, the tobacco companies agreed to a settlement with government officials over health-related medical costs. All this meant less money for farmers.

DID YOU KNOW...

Warning labels were first placed on cigarette packages in 1965. The wording of the warning labels has changed over the years.

North Carolina Tobacco Farmers

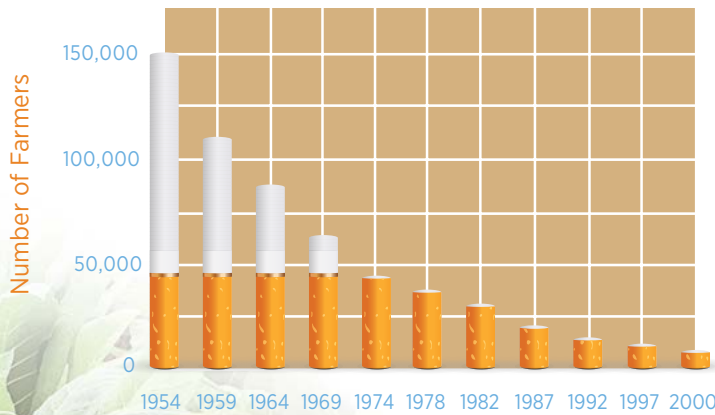


Figure 14.2

North Carolina Tobacco Farmers, 1954-2000

Many small farmers left the business and leased out their allotments. Some farmers used new computer-controlled technology to create a better product. Jerome Vick in Wilson County started with a two-acre allotment in 1968. By the middle of the 1990s, he grew hundreds of acres of tobacco, and thousands more of cotton, cucumbers, peppers, sweet potatoes, wheat, and soybeans. Vick used cellular phones and Internet weather reports to track the condition of his fields. A computer kept the heat even in the curing barns.

Left and Above: Tobacco and wheat were two of the crops Jerome Vick grew using computer-controlled technology. Vick is an example of a farmer who had adapted to a changing market and changing farming methods.

Change also occurred in the cigarette factories in the Piedmont. The Philip Morris Company of Virginia opened a new plant in Concord soon after its Marlboro brand began to outsell RJR's Winston brand. R. J. Reynolds was almost ruined by bad management decisions during the 1980s, but it rebounded in the 1990s. It no longer made cigarettes in downtown Winston-Salem, only in plants at the edge of the city. Liggett & Myers had cut back cigarette production by the 1990s, and Durham ceased to be a city where cigarettes were manufactured. American Tobacco, the remnant of the old Duke family business, had only one factory in operation. It was located in Reidsville.

DID YOU KNOW...



In 1989, the Southern Furniture Exposition Building changed its name to the International Home Furnishing Center (IHFC).

Below: High Point continued to be a destination for furniture buyers from around the world. International Market Centers (IMC) bought the IHFC, Market Square, and Showplace, representing about two-thirds of the city's showroom space

Transitions in Textiles and Furniture

Textiles went into decline during this period as well. By the 1980s, competition from Asia began to hurt the industry. In 1997, a third fewer North Carolinians worked in cotton mills than had worked there twenty years before. Burlington Mills became Burlington Industries but actually operated fewer factories. When cotton made a comeback in the 1980s, Burlington suffered a decline because there was less demand for synthetic fabrics. Cannon Mills in Kannapolis merged with Fieldcrest Mills in Eden, and the combined company continued to make towels and sheets. As textiles declined, more workers were willing to join labor unions. After several failed attempts, Fieldcrest-Cannon became a unionized company in the 1990s.

One thing did not change in textiles. The industry still had workers who had come into the mills during the Great Depression and did not leave until they retired. At the end of the 1990s, three employees at the Cannon plants in Kannapolis had been there since the Great Depression. Harold and Helen Holt, husband and wife, had gone to work together since World War II.

Furniture continued to do well until the 1990s. Then, a new convention center for showing furniture opened in Las Vegas, Nevada. The allure of High Point faded in comparison. Although the furniture showroom still held two "Furniture Weeks" a year, growth slowed. Factories in Thomasville and Lenoir first laid off workers, then closed when lower-cost wooden furniture from China came into the United States market.



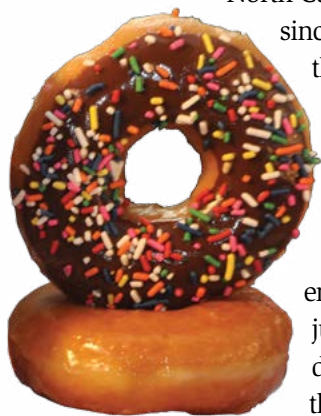


New Types of Products and Services

Newer companies enjoyed great success in the state during the 1980s and 1990s. In the 1970s, two NC State students helped some professors come up with a software program that analyzed farm prices and yields. Soon, James Goodnight and James Barr took their Statistical Analysis System (always pronounced “sass” by its users) public and made a fortune. SAS grew up with the new uses of the computer by large corporations and universities. The federal government soon was using SAS to come up with its monthly Consumer Price Index, one of the key measures of the health of the American economy. In 1980, SAS moved into the first building of a twenty-building campus in Cary, which has helped that town grow into a city. At the end of the twentieth century, Goodnight had become the richest resident of North Carolina.

SAS was part of the great economic success of the Research Triangle Park (RTP), which dated to the 1950s. More than fifty international businesses located there. The area had the highest number of people with advanced educations in the nation. RTP was the place where artificial athletic turf, also known as AstroTurf, was perfected. So was the bar code, which was later used for almost every product sold in a store. At IBM, the elementary ideas for the first personal computer were worked out; at Glaxo, a British pharmaceutical company, researchers developed the AIDS drug AZT, which prolonged life for hundreds of thousands of people with HIV.

Krispy Kreme also made people across the nation pay attention to North Carolina. The doughnut had been a part of the Piedmont since the first shop was opened in Winston-Salem during the Great Depression. After World War II, the “hot doughnuts” shops spread across the South. In the 1970s, an international company bought Krispy Kreme and changed the recipe. Business slumped, so the original owners bought back the company and started over. In the 1990s, the company began to open shops in northern and western cities. People crowded the shops there, just as they did in North Carolina. Soon, Krispy Kreme doughnuts were being eaten on television shows and in the White House.



Research Triangle Park



One of the first facilities in the Research Triangle Park was the Environmental Protection Agency’s pollution-testing laboratory. It was opened in 1971.

Top Left: Headquarters for Research Triangle Park in North Carolina.

Above: Global headquarters for Stiefel, a company that specializes in skin health treatment research.



Charlotte, Banking Center

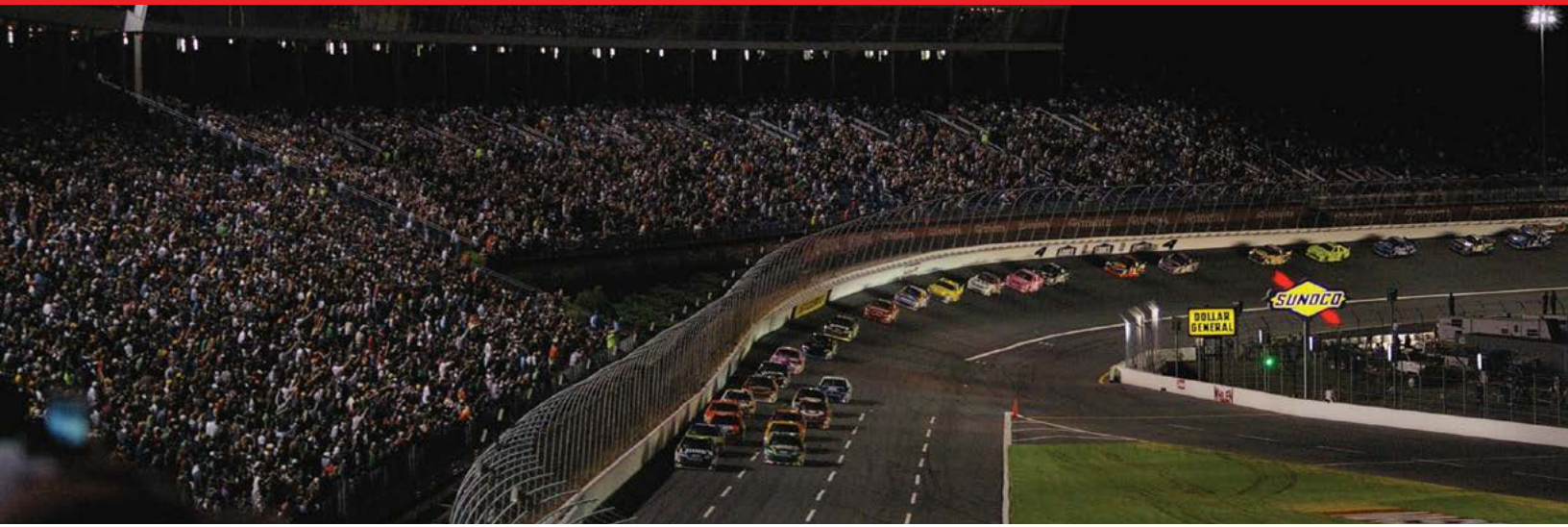
The Rise of Interstate Banking

North Carolina's scattered geography, which hurt it so much in the early history of the state, actually helped the state grow richer in the late 1990s. Because so many towns were scattered across the state, banks have always been allowed to open branches in other communities. (This was not the case in many states.) As the state prospered after World War II, the major banks spread out to take advantage of that prosperity. Some of the larger banks bought small ones. A merger of banks in Charlotte, Asheville, and Greensboro resulted in North Carolina National Bank (NCNB) during the 1960s. NCNB continued to grow during the 1970s.

When the federal government loosened restrictions on **interstate banking** (where a bank can have branches in other states), NCNB was well prepared for the idea. Under the leadership of Hugh McColl, NCNB aggressively bought up banks in South Carolina, Georgia, Florida, and then Virginia. In 1991, NCNB changed its name to NationsBank. After it merged with the giant Bank of America of San Francisco, it took the name of the bank it bought. Bank of America then moved its headquarters in 1998 to the square in Charlotte. It was at the time the largest bank in the nation.

By the 1990s, Charlotte had passed Chicago, Los Angeles, and other large cities to be the second-largest center of banking in the United States, after New York City. Meanwhile, Wachovia in Winston-Salem and First Union in Charlotte also bought and merged with a number of banks. Wachovia even moved its headquarters to Charlotte to be at the center of the new banking operations. Interstate banking has made North Carolina internationally important. Bank of America, for example, became a heavy lender of money to South American governments and businesses during the 1990s. It served customers in thirty-seven countries.

As Charlotte continued to become a world banking center, its buildings grew taller and more ornate in the latter decades of the twentieth century. The Bank of America Corporate Center (shown in the center with its unique glass crown) was completed in 1991.



The Business of NASCAR

The most unexpected growth of a North Carolina industry was stock car racing. NASCAR (National Association of Stock Car Auto Racing) had started after World War II. From the beginning, North Carolinians have been the heart of the sport. The Charlotte Motor Speedway sponsored the first World 600 race (the world's longest) in 1961. Promoters built racetracks in Rockingham and Wilkesboro as well. R. J. Reynolds sponsored the racing prize, the Winston Cup, as a way to promote cigarette sales among the early fans. Many of the fans were farmers and factory workers from across the Piedmont.

By the 1960s, some of the best-known drivers came from North Carolina. Richard Petty of Level Cross, an old *agrarian* (related to farms or farming) community in the heart of the Uwharries, eventually won 200 races, more than anyone else in the sport. Later, Dale Earnhardt Sr. of Kannapolis became the best-known driver of the 1980s and 1990s.

NASCAR went through a transition in the 1980s. The original sport of factory workers and small garage shops gave way to a national following of people from all types of backgrounds. Drivers were more likely to have gone to college, and the racing sponsors constructed elaborate shops to build the cars from scratch. The shops used the latest computer technology to make exact parts and fittings. NASCAR developed its own “research triangle” of shops and suppliers in the area bounded by Charlotte, Concord, and Mooresville. The majority of the successful drivers came to be headquartered there.

It's Your Turn

1. What caused North Carolina's tobacco production to decrease?
2. Name two products that have been developed at RTP.
3. How has NASCAR evolved since the postwar period?



NASCAR held its last race on a dirt track at the North Carolina State Fairgrounds in the 1970s.



Above: Night racing at Charlotte Motor Speedway.

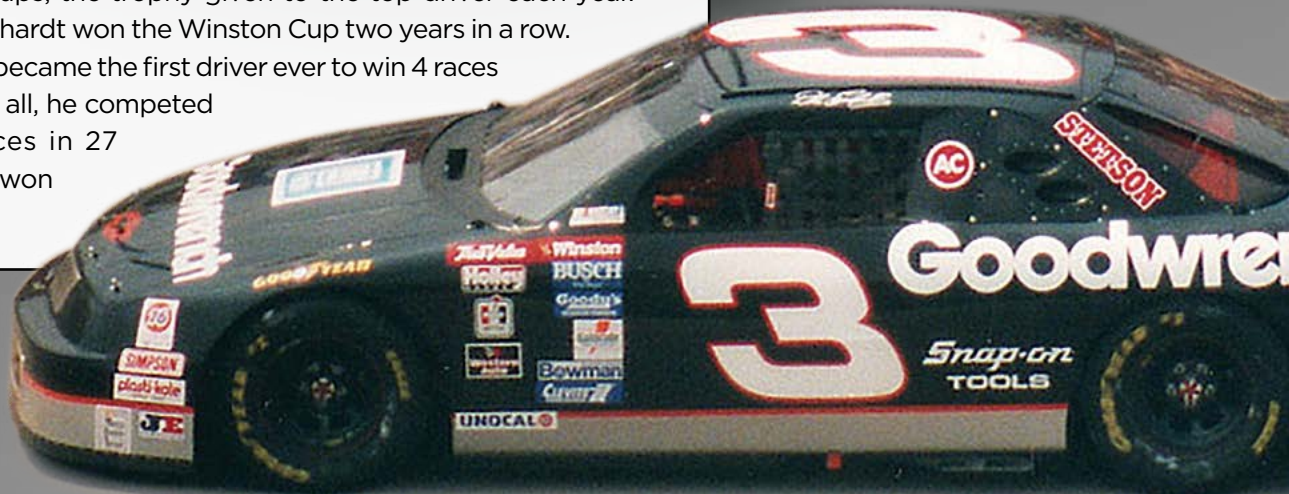
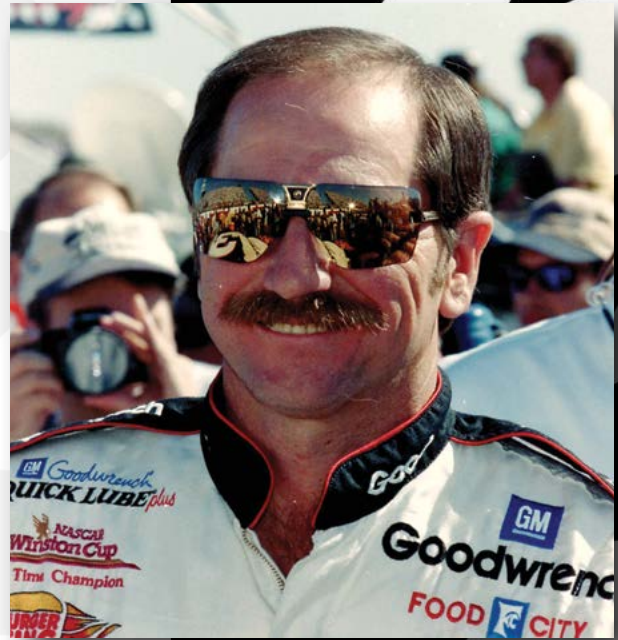
special Feature

Carolina People Dale Earnhardt

North Carolina gained prominence in the nation in the latter part of the twentieth century. During the same time, a native sport became a national craze. In some ways, the two grew side by side in popularity and respect. Stock car racing, where the racer drove a car from “the stock” in a dealer showroom, began to draw fans beyond its southern origins. The North Carolinian who spread the popularity of NASCAR more than anyone was Dale Earnhardt Sr. of Kannapolis.

Earnhardt was part of the second generation of stock car drivers. His father Ralph had been one of the original legends of short-track driving, back when drivers literally took used cars, modified them “as much as they could get away with,” and raced on dirt tracks on Saturday nights in places like Hickory, Concord, and Winston-Salem.

Dale Earnhardt, born in 1951, began driving as a teenager. He quit high school to devote his whole attention to racing—something he later regretted. Father Ralph died in 1973, which made Dale even more determined to carry on the family racing tradition. It took several years for Earnhardt to succeed. He entered his first top-level NASCAR race in 1975, but he did not get his first win until 1979. His determination, however, helped him develop the skills needed to become the top driver of the 1980s. Over his career he won 7 Winston Cups, the trophy given to the top driver each year. Twice Earnhardt won the Winston Cup two years in a row. In 1987, he became the first driver ever to win 4 races in a row. In all, he competed in 676 races in 27 years and won 76 times.





Earnhardt was always one of the more aggressive drivers. He earned his nickname, “the Intimidator,” in 1987 when a close contact between his car and another sent that driver spinning off the track. Earnhardt’s style was one of the reasons NASCAR grew in popularity in other parts of the nation during the 1990s. He also became known as the “Man in Black” because of the color of his car and his racing suit. Earnhardt became more of a media star than had been the case for famous drivers before him. His rivalry with fellow driver Jeff Gordon was talked about by fans across the nation.

Earnhardt had two of the most spectacular wrecks ever witnessed on the NASCAR circuit. In 1996, his car flipped and slid across the track in front of the other racers. Despite broken bones, Earnhardt crawled out of the vehicle. In 2001, he was not so fortunate. His car collided with another, then slammed into a wall at 150 miles per hour. The impact killed him instantly.

Thousands of fans came to North Carolina to express their sorrow. Earnhardt became the first North Carolinian to have his funeral telecast worldwide. Eventually, the state of North Carolina renamed a highway in Kannapolis “NC3” in honor of his racing number. The city of Kannapolis erected a statue in its central park. His son, Dale Jr., continued to race, symbolically winning the next race at the track where his father died. And his fans have put “Number 3” license plates on the fronts of their cars for years.



Dale Earnhardt



Section 4



Audiobook
Chapter 14-4



Protect Your
Environment!

North Carolina Acts to Preserve Its Resources

As you read, look for



- ▶ popular North Carolina tourist attractions;
- ▶ steps taken by the state to preserve its history and culture;
- ▶ the effects of development and hurricanes on the state's resources;
- ▶ **terms: historic preservation, cultural renewal, ridge law, global warming.**

The many changes and innovations that occurred after World War II put a great strain upon the resources of the state. Both natural and man-made objects that had been around the state since its founding became scarce or disappeared. In some cases, North Carolinians acted too late. At other times, natural disasters like hurricanes put people and places in jeopardy. As much as possible, state citizens worked together to preserve, repair, and put to new uses many of its treasures. The preservation movement was able to take advantage of growing prosperity and increased awareness during the 1970s and 1980s.

Background: Hurricane Fran hit North Carolina in 1996.

Tourism and Attractions

As Americans came to have more money after World War II, they traveled more often to see North Carolina's sights. An early attraction was the Great Smoky Mountains National Park, which quickly became one of the most visited places in the nation. During the 1950s, citizens across the state contributed to building a replica of the colonial-era Tryon Palace. In 1961, Hugh Morton, the owner of Grandfather Mountain, led an effort to *salvage* (rescue from being broken up) the USS *North Carolina*, a World War II battleship. The battleship was brought up the Cape Fear River to Wilmington and moored on the island across from Wilmington. Thousands have visited it every year since. In the 1960s, the owners of the Biltmore Estate in Asheville opened their mansion to the public. During the same period, the Cherokee Reservation expanded its interpretation of Native American heritage and opened the Museum of the Cherokee Indian.

One of North Carolina's most unusual attractions is the outdoor drama. The first play, written by Paul Green of the Carolina Playmakers, was *The Lost Colony*. The production was first done in Manteo in 1937. It has been performed there every summer since. The idea of the outdoor drama spread statewide after the 1940s. *Unto These Hills* at Cherokee celebrates the Cherokee experience. *Horn in the West* at Boone tells the story of Daniel Boone, the Mountains settlers, and the Overmountain Men. The legend of Henry Berry Lowry is explored in *Strike at the Wind* at Pembroke. All of these plays help keep alive stories North Carolinians want to remember.

Below: In 1961, the decommissioned battleship USS *North Carolina* (BB-55) was towed up the Cape Fear River to its berth at Wilmington.

Bottom: Biltmore Estate.



DID YOU KNOW...

Andy Griffith, soon after he graduated from the University in Chapel Hill, played Sir Walter Raleigh in *The Lost Colony*. He later moved to Manteo, once he became a television star.



NC's Outdoor Dramas

Historic Preservation and Cultural Renewal

As prosperity spread across the state, and urban renewal tore down whole neighborhoods, much of the state's heritage was on the verge of being lost. In the 1960s, the state supported the creation of the Cape Hatteras National Seashore, which provided access to open beaches for generations to come. When, in the 1970s, the New River valley in Ashe County was going to be lost to a lake created by a power dam in Virginia, North Carolina pushed the federal government to pass a law protecting scenic rivers. The New River then became one of the best-preserved areas in the Mountains and continues to be a popular rafting stream for thousands of tourists.

During the 1970s, old colonial communities like Edenton, New Bern, and Salisbury worked hard to save and restore their landmark buildings, those structures that helped tell their local histories. This movement became known as **historic preservation**, an effort to use what buildings and other structures are left to make a community more appealing and interesting. Communities across the state were soon helped by Preservation North Carolina, a foundation that raised money privately to buy and repair endangered structures. North Carolina became a model for saving old buildings with the idea of the "revolving fund." Such a fund is used to buy up an old building

in danger of being lost, then selling the building later to someone interested in fixing it up. The money is then revolved (used again) to buy another building. More than one hundred buildings in Salisbury have been saved in this way.

North Carolina also became notable for the way it collected and saved smaller objects of the state's heritage. At Chapel Hill, the North Carolina Collection put together almost all the

books, magazines, pamphlets, and videos ever done on the state or its people. Few other states in the country had anything like it. The state archives in Raleigh also collected public and private records, from letters to newspapers to photographs. The state even sent photographers out across the state to take pictures of quilts made by farm women, to keep a record of their handiwork.

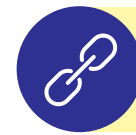


Top: The Henderson Law Office in Salisbury, which dates from the early 1800s, is on the National Register of Historic Places. **Above:** The John Wright Stanly House in New Bern was built in the 1780s.

Collecting quilts is an example of **cultural renewal**, where people try to find out the best things they can about their past and continue to use them. Since the 1920s, organizations like the Penland School near Spruce Pine have been trying to do that for the Mountains culture. Asheville each year holds the Mountain Dance & Folk Festival, which focuses on dancing and music. In the Uwharries, admirers of pottery made there since the 1800s helped build the North Carolina Pottery Center at Seagrove. Almost every community has an example, from the Strawberry Festival in Chadbourne to the Fourth of July Parade in Faith.



Left: The North Carolina Pottery Center, which opened in 1998 at Seagrove, is the only statewide facility in the nation devoted solely to pottery. **Below:** People from around the world have made pilgrimages to view the fresco *The Last Supper* at a Glendale Springs church. The artist, Ben Long, is a Statesville native.



NC Dept of Cultural Resources

Cultural renewal also meant expanding the awareness of North Carolinians about the visual arts. Since the 1960s, the state has worked to expand the North Carolina Museum of Art, located just north of the State Fairgrounds in Raleigh. Its collection has introduced many North Carolinians to types of art they had before only seen in books. Ben Long, who grew up in Statesville, introduced the state to an old European art form, the fresco, where painting is done on fresh plaster on a wall. Ben Long's frescoes in Glendale Springs and West Jefferson churches became world famous. Later, a fresco was put in the lobby of the Bank of America building at the square in Charlotte.

Music has been another enduring art form. In addition to the celebration of classical music, with summer festivals in Brevard and Greensboro, there was continued interest in mountain music. The two main types were old-time, rooted in the ballads that colonial settlers brought from their homes in Scotland and Ulster, and bluegrass, which developed during the twentieth century. Both types of music were performed at the Union Grove Fiddlers Convention in northern Iredell County. More than 100,000 enthusiasts came to the northern Iredell County crossroads each Easter weekend during the 1970s. One of the most innovative new groups of performers was the Red Clay Ramblers, who often blended the two approaches. They did world tours during the 1980s.



Ben Long always used local residents as models in his frescoes. In 2002, he received the Distinguished Alumnus Award from UNC-Chapel Hill, his alma mater.



special Feature

Carolina Places Seagrove

Because North Carolina has always been a farming state, it has always needed a variety of ceramic pots. Ceramic containers have been part of the state's industry since the settlement of the backcountry in the mid-1700s. Backcountry families used them to cool milk, make butter, preserve fruit, contain whiskey, and carry out household waste. A typical farm had as many as a dozen large crocks, and at least a dozen more small ones.

There are two pottery traditions in the state. In one, the potter throws the pot on a wheel, trims it to the desired shape, and fires it in a *kiln* (a special furnace that hardens the clay with high heat). During the firing, an alkaline compound is applied to the pot to give it a brownish, everyday-looking glaze. In the second tradition, the potter fires the pot and glazes it with a salt compound. This tends to give the pot a number of bright colors, depending on what is mixed with the salts. The alkaline tradition has been practiced for two hundred years on the South Fork of the Catawba River. The salt-glaze tradition is practiced in the southern section of the Uwharries in Randolph and Moore Counties. Today, the center of the industry is the village of Seagrove.

The first Uwharrie potters were the Craven, Owen, and Cole families. Even though North Carolina was very poorly developed after the War for Independence, these families built profitable businesses peddling their wares in wagons up and down the roads of the state. The plank road built from Fayetteville to High Point in the 1850s made it easier for them to get their pots to market. After the Civil War, pottery factories in northern cities, which had closer connections to the railroads, put many of these families out of business. A few potters continued to fire their kilns for neighborhood sales.



NC Pottery Center



The Seagrove salt-glaze method was revived in the 1920s when a Raleigh couple, Jacques and Juliana Busbee, started selling the Seagrove pottery at a tearoom they started in New York City. They then established Jugtown Pottery southeast of Seagrove to encourage the original descendants of the potters to revive their skills. There they introduced the idea of making the pots in a variety of bright colors using the traditional method. They also encouraged new ideas, like the Chinese blue glaze and color developed by Ben Owen Jr., which went on finely shaped vases. The pottery became internationally famous. Since World War II, pottery production has grown year by year in the Seagrove area. The opening of the nearby state zoo in the 1970s brought rapid growth and interest.

Three generations of the Ben Owen family continue to make pottery. They and other local families were joined by more than one hundred other potters in the latter years of the twentieth century. Many of the newer potters specialize in a ceramic art form that produces very bright colors.

In the 1990s, the state of North Carolina opened the North Carolina Pottery Center in the heart of the Seagrove village to promote the craft for all interested citizens. The local potters also sponsor one of the best community festivals in the state each summer. In some cases, the second and third generations of customers come back to Seagrove to buy more pots.



Environmental Concerns

The controversy over the damming of the New River in the 1970s awakened many North Carolinians to an environmental crisis. The state's timber, water, soil, and basic beauty seemed to be at stake. Since the 1970s, many state residents have worked hard to keep the many resources that the state has had since the Roanoke explorers came to "the goodliest land."

When real estate developers began to crowd into the mountains with larger and larger buildings, the state passed a **ridge law**. This meant that no building could mar the basic shape of the top of a mountain. State leaders argued that "the very view" that a tourist saw from the tops of places like Blowing Rock or Mt. Mitchell belonged to the whole state and could not be taken away by an individual.

Development continued during the 1980s, picking up after thousands of World War II veterans from across the nation began to retire to the North Carolina mountains. North Carolinians argued over plans that either helped development or pushed preservation. For example, highway officials wanted to cut through the mountain next to Asheville to put an interstate into the downtown area. The road was built despite opposition.

In the Piedmont, the principal concern in the later years of the century was the level of ozone in the lower atmosphere. The exhaust from

vehicles contributes to the ozone level. Ozone is a major component of smog, which can become stagnant in very hot weather. By the late 1990s, public officials in the Triangle, the Triad, and the Charlotte area all issued ozone warnings on bad days. Less seen, but just as important, was water pollution, which began to threaten water supplies for people in Piedmont cities. In the Catawba River valley, erosion has been a problem. With fewer trees to hold the soil (because of the many new subdivisions and shopping centers), water can run off and take the soil with it. This has hurt the quality of the drinking water and threatened to fill in the lakes built

by the Duke Power Company in the earlier part of the century.

On the Coastal Plain, the growth of the hog industry, where large-scale pork farms raise pigs in a factory setting, has led to many complaints. Because hog waste is both smelly and polluting, pork raisers were eventually forced to set up hog lagoons, large cesspools where the waste was treated. Because these were open to the air, some areas of the east developed an odor problem. This became a more serious problem when the many hurricanes of the 1990s flooded the lagoons.



Above: Large-scale pork farms have been forced to use hog lagoons to treat their waste.

Many North Carolinians in the 1990s became very concerned about the quality of the water in the coastal sounds. The sounds became filled with silt and man-made pollutants carried down the Coastal Plain rivers like the Tar, Neuse, and Roanoke. Because the inlets to the sea are small, many of these damaging materials drifted to the bottom of the sounds. This wetlands pollution threatened the wildlife that depend on the sounds for breeding and growing, including the shrimp that provide many state fishermen with a living.

Of equal importance was the loss of sand in some places along the Outer Banks. One long-term effect of the New Deal turned out to be the work of the Civilian Conservation Corps. The CCC fenced in the middle of the barrier islands, which allowed the islands to catch sand and build up dunes. This action stopped the natural pattern of the barrier islands. For centuries, the islands had lost sand on the beach side and gained sand on the sound side. What resulted was beach erosion in many places, because the sand no longer moved in its natural pattern. The problem was made worse, according to some scientists from Duke University and East Carolina University, by too many people building too many houses right on the beach. Some scientists have predicted that **global warming**—the gradual rise of temperatures on Earth—will mean that the Atlantic Ocean will cover the Outer Banks and at least some of the sounds will become bays to the sea.

The Impact of Hurricanes

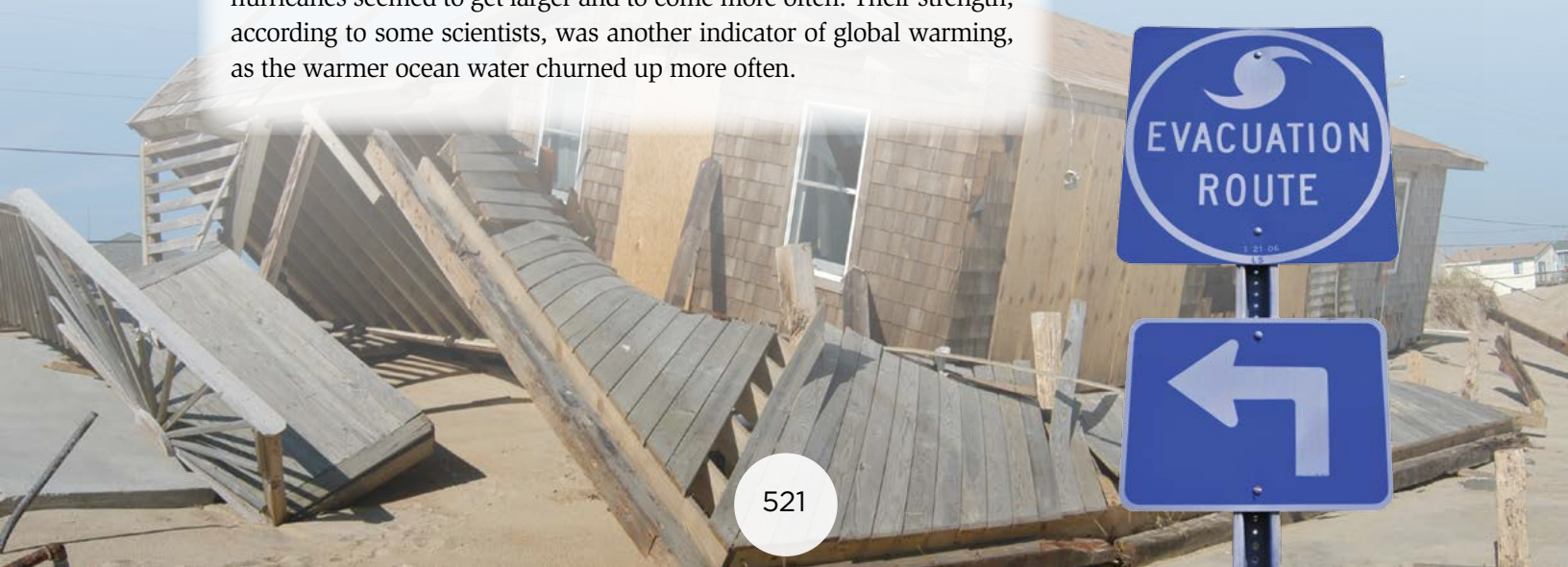
Hurricanes have been part of North Carolina history since the days of Roanoke. For example, the inlet used by the Lost Colonists was later closed by a storm. Until the 1980s, not enough people lived on the coast to have a widespread impact. However, development changed all that. More and more citizens built homes along the beaches. In addition, the hurricanes seemed to get larger and to come more often. Their strength, according to some scientists, was another indicator of global warming, as the warmer ocean water churned up more often.

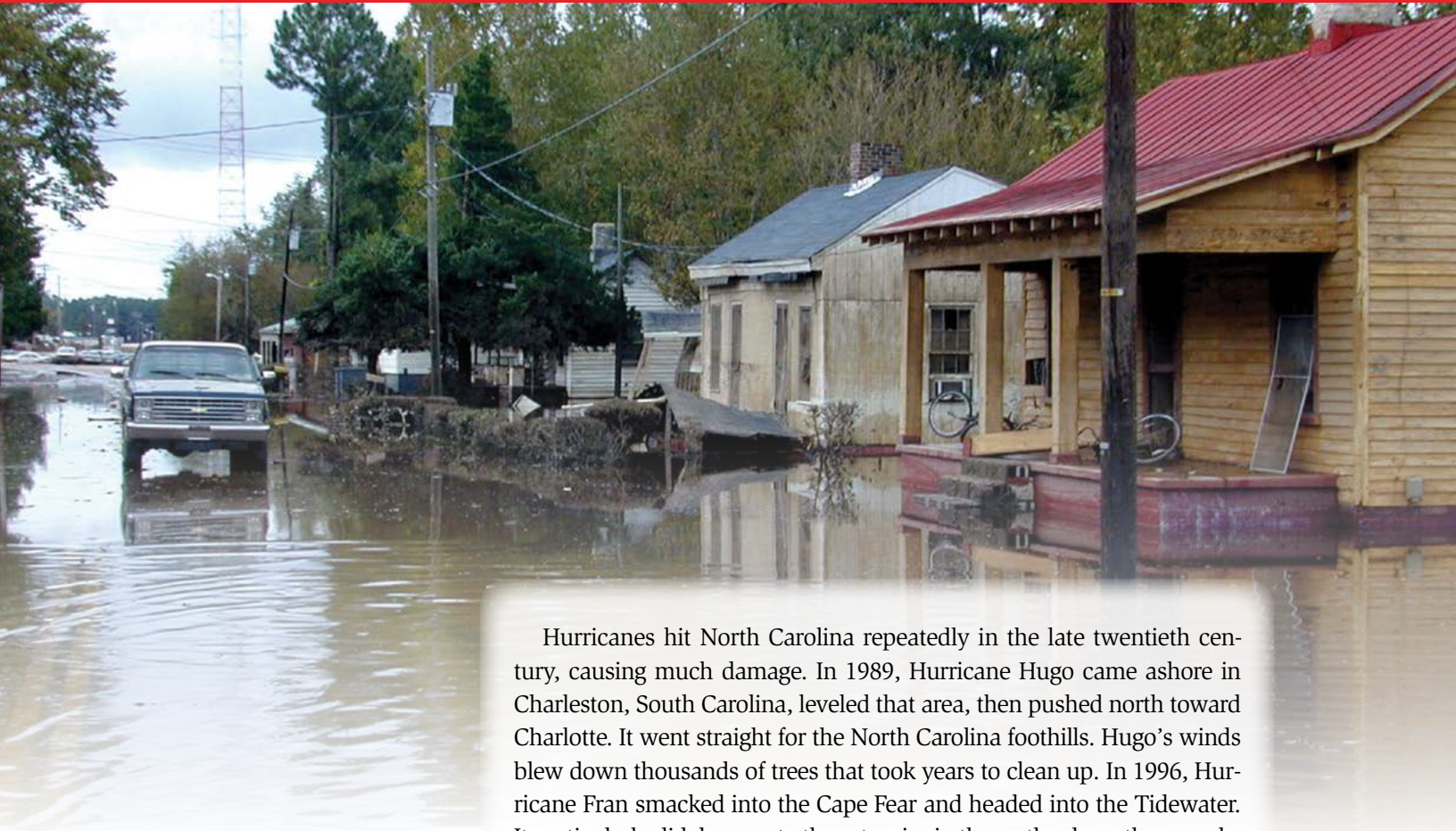
Below: New beach houses, like these on Hatteras Island, have resulted in crowded conditions along parts of the state's coastline.

Bottom: Kitty Hawk damage from hurricane Isabel.



Many scientists claim that global warming will cause glaciers to melt, sea levels to rise, land surface boundaries to change, and the world's ecosystems to change.





Hurricanes hit North Carolina repeatedly in the late twentieth century, causing much damage. In 1989, Hurricane Hugo came ashore in Charleston, South Carolina, leveled that area, then pushed north toward Charlotte. It went straight for the North Carolina foothills. Hugo's winds blew down thousands of trees that took years to clean up. In 1996, Hurricane Fran smacked into the Cape Fear and headed into the Tidewater. It particularly did damage to the estuaries in the wetlands on the sounds.

The worst weather year in the history of the state was 1999. First, a drought hurt crops on the Coastal Plain. Then, three hurricanes in a row damaged the state. The worst by far was Hurricane Floyd. In September, it stalled over the Coastal Plain and created the biggest recorded flood since the settlement of Roanoke. Dozens of North Carolinians were killed, and thousands of animals drowned. Many farmers lost their entire herds of cattle and hogs. The damage ran to the billions of dollars, and most of the towns in the east were under water for more than a week.

The worst hit town was Princeville, across the Tar River from Tarboro. Princeville had been settled in 1865 by freedmen who established the first independent African American community in the state. Just before the hurricane hit, Princeville had begun to work on historic preservation of its buildings and other valuable items. Every house was either lost or severely damaged. Of the six churches in town, only Mt. Zion, whose sanctuary dated to 1895, was saved. People from across the state gathered resources to help the residents of Princeville begin to restore their lives.

It's Your Turn

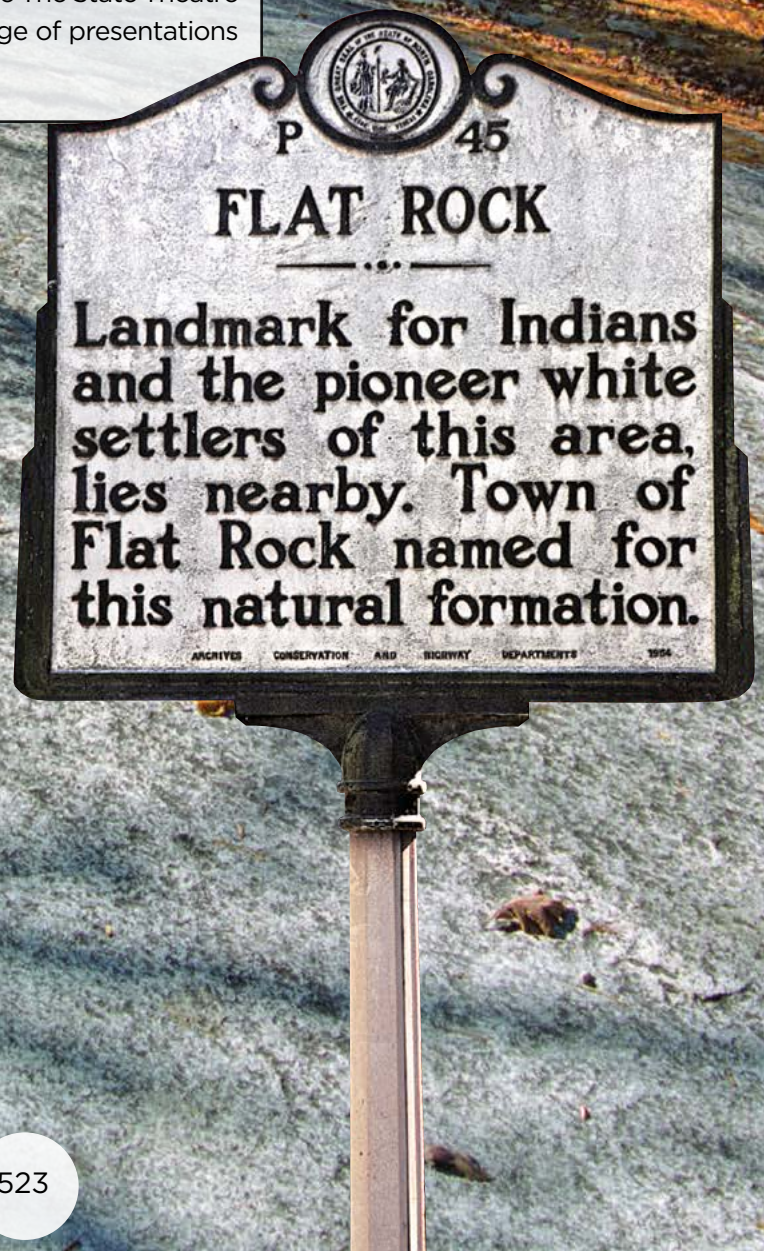
1. What does Preservation North Carolina try to preserve?
2. Give one example of cultural renewal.
3. How have the state's sounds been endangered?

Above: In September 1999, as a result of Hurricane Floyd, the entire Coastal Plain east of Raleigh was devastated by the area's worst flooding in recorded history.

special Feature

History by the Highway Flat Rock

The town of Flat Rock grew up near the famous Indian landmark. Wealthy citizens from Charleston, South Carolina, began to build summer “cottages” there during the 1830s. Some of the most prominent planters of South Carolina made their homes there by the time of the Civil War. In the twentieth century, several religious denominations set up summer camps in the area. Since 1952, a summer theater put on by the Vagabond Players has been conducted at a house near the rock. It was made The State Theatre of North Carolina in 1961 and expanded its range of presentations during the 1970s.



Chapter Review



Self Check Quiz

Chapter Summary

Section 1: The Republicans Restore Political Balance

- North Carolina diversified its politics in the 1970s. By the late 1970s, North Carolina had helped the national Republican Party change the course of federal government. Senator Jesse Helms helped to spearhead that change.
- By the 1980s, North Carolina itself had a two-party system, with Democrats and Republicans being regularly elected to Congress and the office of governor.

Section 2: The First Truly Urban Places Develop

- In the late 1900s, North Carolina became metropolitan. After 1970, more North Carolinians lived in metropolitan areas than in the traditional crossroads hamlets, mill villages, or small towns.
- Urban growth and improved interstate roads brought new industries to North Carolina including fast food franchises in the 1960s and professional sports to Charlotte in the 1980s and 1990s.
- By the end of the 1990s, only three out of every one hundred North Carolinians farmed compared to one out of every two at the end of World War II.

Section 3: New Technologies Alter the Industrial Economy

- After 1970, the stability of the big three industries (tobacco, textiles, and furniture) began to decline. In their place arose new industries, especially banking, the science and technology of Research Triangle Park (RTP), and the stock car racing business.

- High tech companies such as SAS, IBM, and Glaxo were part of the great successes coming out of the Research Triangle Park in the 1980s and 1990s.
- NASCAR racing became a more national sport in the 1980s, although many of the team shops remained in the Charlotte, Concord, and Mooresville areas.

Section 4: North Carolina Acts to Preserve Its Resources

- The many changes and innovations that occurred after World War II put a great strain on North Carolina's resources.
- Historic preservation and cultural renewal are two ways North Carolinians have worked to protect the state's resources.
- North Carolina continues to look for solutions to environmental concerns such as ozone depletion, hog waste, erosion, and the impact of hurricanes.

Activities for Learning

Reviewing People, Places, and Things



Match the following with the correct description that follows.

Dale Earnhardt Sr.
historic preservation
Richard Petty
Triangle

Jesse Helms
metropolitan
ridge law
urban renewal

1. Republican senator known as "Senator No"
2. an area with a concentration of people, jobs, services, and entertainment
3. legislation designed to protect "mountain views"
4. NASCAR legend who won 200 races
5. attempts to revitalize run-down areas of a city



Chapter Review

- geographic area of the state containing Raleigh, Durham, and Chapel Hill
- NASCAR legend from Kannapolis who died on the track in Daytona in 2001
- attempts to save landmarks to help tell the story of a community

Understanding the Facts



- Why did the civil rights movement of the 1960s convince some North Carolinians to vote for Republicans?
- During the last decades of the twentieth century, from which party were almost all of the congressmen in western North Carolina? Eastern North Carolina?
- How did the urban sprawl of North Carolina's metropolitan areas affect the state's small towns?
- What new technologies did North Carolina help to pioneer after 1970?
- What area enjoyed great economic success during this time period, with over seventy international businesses located there?
- What industry made North Carolina internationally important by the 1990s? In what city was this industry concentrated?
- Name the five main areas of environmental concerns in North Carolina during this time.
- What hurricane did the most damage to North Carolina? In what year did this occur?

Developing Critical Thinking



- Why do you think North Carolina "ticket-splitters" were willing to vote for Democrats in state elections but not in national elections?
- Does your school have activities or projects that would be considered types of cultural renewal? Give some possible ways that your school could participate in cultural renewal.

Applying Your Skills



- What was the percentage of increase of the population of Cary from the 1960s to the late 1990s?

- You read how the Civilian Conservation Corps' project of fencing in the middle of the barrier islands helped with the loss of sand. Research to find other efforts being made to preserve coastal beaches.

Exploring Technology



- Use a credible search engine to find information about Jesse Helms. After reading the information, answer the following questions:
 - Why do you believe Jesse Helms was so strongly supported by North Carolinians?
 - If Jesse Helms was beginning his political career today, do you believe he would be more popular, less popular, or about as popular as he was then? Explain.
- Go to website www.biography.com/people/dale-earnhardt-9542044, which provides information about the life and career of Dale Earnhardt Sr. After studying the website, list five facts that you learned about his life or career.

Writing across the Curriculum



- Physicians have mixed feelings about settling in a small town to practice medicine. Choose a location in North Carolina and write a persuasive essay that will draw doctors to practice in your chosen area. (You may choose a small town or big city.)
- Imagine that you are reading a North Carolina history textbook written a hundred years from now. Write a section for that book that describes innovative products and policies that were started in the twenty-first century in North Carolina.

Exploring Diversity



Some people may feel that North Carolina did not ratify the Equal Rights Amendment because of North Carolinians' view of the role of women in the 1970s. Do you see evidence of that holding true today? Explain.

