

CP971.18
H62h5

HICKORY, NORTH CAROLINA

THE LIBRARY OF THE
UNIVERSITY OF
NORTH CAROLINA



THE COLLECTION OF
NORTH CAROLINIANA
PRESENTED BY

S. H. Hobbs, Jr.

Cp971.18
H62h5

may be kept out TWO WEEKS

HICKORY

NORTH CAROLINA

Cp 971.18
H62 h5



"HEAR
HICKORY
HUM!"

KNOXVILLE ENGRAVING CO

ISSUED BY
HICKORY CHAMBER OF COMMERCE

D 142377



HICKORY

NORTH CAROLINA



A Residence City of
Commerce and Industry in
An Agricultural County of
Wonderful Opportunity

This booklet is issued with the
view to answering in a truthful
and concise manner some of
the questions usually asked by
those seeking a new location in
which to live and do business
and

in an endeavor to present in
words and pictures a few of the
advantages offered by Hickory
and Catawba County to the
homeseeker, the merchant, the
manufacturer and the farmer.

Issued by
HICKORY CHAMBER of COMMERCE,
HICKORY, NORTH CAROLINA.

HEAR HICKORY HUM!



UNION SQUARE, LOOKING WEST



UNION SQUARE, LOOKING EAST



LOOKING NORTH ON 14TH ST.

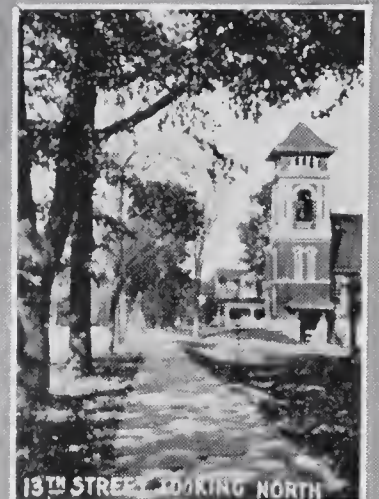
HICKORY'S
SPLENDID
BUSINESS *and*
RESIDENTIAL
STREETS



13TH ST BUSINESS BLOCK



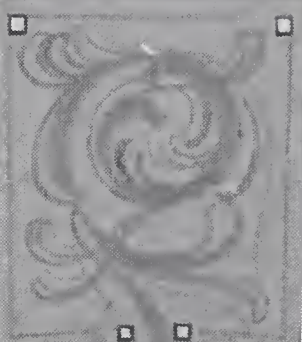
PRINCIPAL RETAIL SECTION



13TH STREET, LOOKING NORTH



BEAUTIFUL RESIDENCE STREET, 13TH AVENUE



ANOTHER VIEW ON 13TH AVENUE



15TH STREET LOOKING NORTH



FINE HOMES AND BEAUTIFUL STREET

Hickory and Catawba County, an ideal location for those seeking new fields for their endeavors. Some of the reasons:

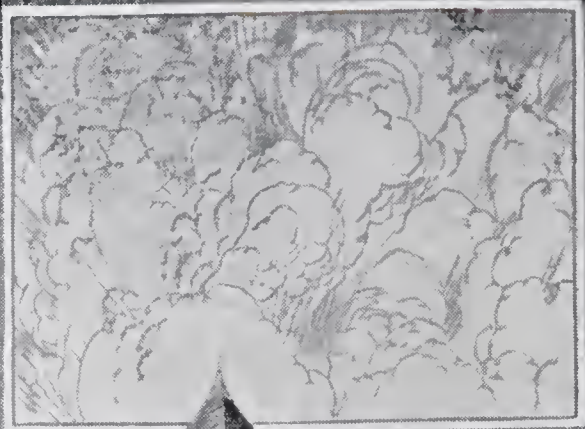
1. Its geographical location.
2. Its climate.
3. Its proximity to the famous mountain resorts of Western North Carolina.
4. Its railroad facilities.
5. Its abundant supply of cheap hydro-electric power.
6. Its numerous diversified manufacturing enterprises with their large payrolls.
7. Its commercial opportunities.
8. Its high class contented citizenship and ideal living conditions.
9. Its ample supply of native white labor of an exceptionally intelligent type.
10. Its efficiently managed city government.
11. Its low tax rate.
12. Its modern fire fighting equipment and its low fire insurance rate. (The lowest in the state).
13. Its religious, educational and recreational advantages.
14. Its rich agricultural resources.

P43104

HEAR HICKORY HUM!



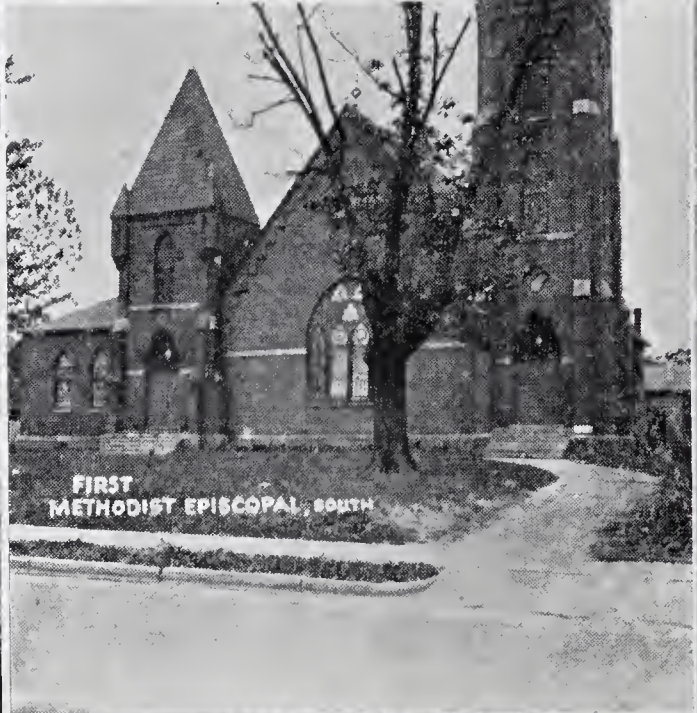
CHURCH OF ASCENSION EPISCOPAL



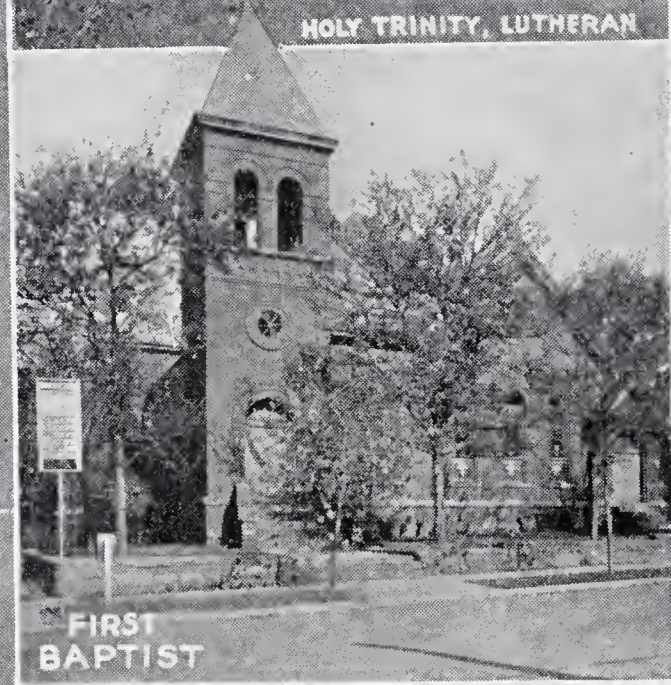
FIRST PRESBYTERIAN



HOLY TRINITY, LUTHERAN



FIRST METHODIST EPISCOPAL, SOUTH



FIRST BAPTIST

HICKORY is a city of FINE CHURCHES



CORINTH REFORMED, IN U.S.

Hickory

Has an urban population of 6,000.

Has a suburban population of 6,500.

Has an area of 3 $\frac{1}{4}$ square miles.

Has 42 miles of laid out streets, 15 miles of which are paved and 27 miles of paved sidewalks.

Has 50 manufacturing establishments with an invested capital of \$7,255,000 and an annual output valued at \$10,125,000.

More than 2,500 workmen find employment in the manufacturing plants of the city, drawing an annual payroll of \$1,500,000.

Has 112 retail establishments and 10 wholesale houses.

Is located on the Asheville division of the Southern Railway and the Carolina and North-Western Railway.

Has an assessed valuation within the city proper of \$7,166,215.

Has a total tax rate of only \$2.29 on approximately 50 per cent valuation.

Has one national and two state banks with capital and surplus of \$535,000 and assets of \$2,891,000.

Has two building and loan associations with total assets of more than \$1,250,000.

Is traversed by the Central Highway, North Carolina's great coast-to-mountain road.

Is the hub of a network of splendid county-maintained highways.

Is the trading center for a population of 50,000 people.

Has ten passenger trains daily.

Has abundance of exceptionally high class labor.

Has 18 churches.

Has 10 schools with over 2,500 pupils.

Has a Grade "A" College with more than 300 students.

Has one daily and one semi-weekly newspaper.

Is the home of the "Black Horse" troop and Headquarters Company, N. C. N. G.

Has three theatres.

Has a magnificent municipal building, containing an auditorium with a seating capacity of 1,200, in which are housed all the city's activities.

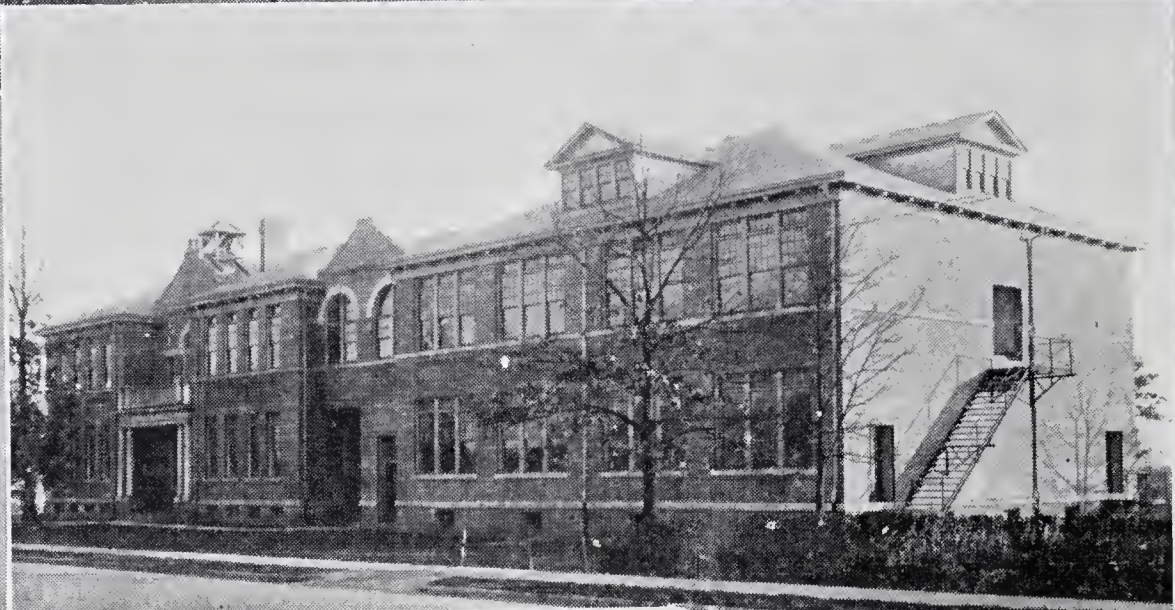
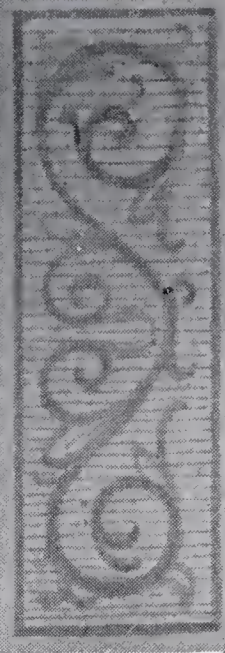
Is the largest sash cord manufacturing center in the world.

Has one of the largest creameries in the south.

Is the largest sweet potato market in the state.



HIGH SCHOOL



SOUTH SCHOOL

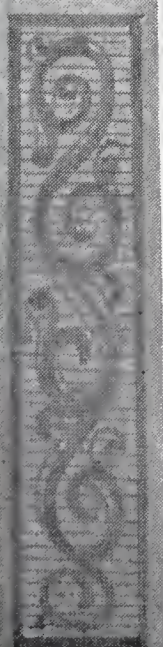


HIGHLAND SCHOOL

GROUP of
HICKORY'S
GRADED SCHOOL
BUILDINGS



NORTH SCHOOL



Catawba County

Has an area of 408 square miles.

Has a population of 35,000 of whom 89.3 percent are native white American and 10.6 per cent negro.

Has one square mile of land to every 82.9 persons.

Has over \$1,000,000 invested in good roads.

Has 18 miles of hard surface roads and is preparing to hard surface 20 additional miles.

Has an unusually large percentage of farms operated by owners.

Has 110 manufacturing establishments, employing 4,200 workers with annual payroll of \$2,875,000 and yearly production valued at \$18,175,000.

Has 13,500 primary horsepower.

Has three of the 13 champion Jersey cows in the United States.

Has one of the largest Jersey breeding farms in the south.



CAMPUS SCENE



HIGHLAND HALL, BOYS DORMITORY

LENOIR COLLEGE
A GRADE A INSTITUTION



MAIN BUILDINGS



OAKVIEW HALL
GIRLS DORMITORY



ST. ANDREWS LUTHERAN

Hickory, the metropolis of Catawba County, is contained within an area of $3\frac{1}{4}$ square miles, and has a population of 6,000. Including the adjoining suburbs of West Hickory, Longview, Highland, Windy City, and Brookford, it is the business center for more than 15,000 people. The hub of a splendid state and county-maintained system of highways, Hickory draws trade from a rural population of fully 50,000 inhabitants of Catawba, Caldwell, Alexander and Burke Counties.

Settled originally by "Pennsylvania Dutch," noted for their habits of economy and thrift, Hickory is peculiarly a city of home-owners having an unusually large percentage of this class of inhabitants which makes up a fine type of citizenry. To this, too, is largely attributable the fact that ninety per cent of the capital invested in Hickory's 50 diversified manufacturing enterprises comes from local investors.

Hickory is situated in the central western section of North Carolina on the Asheville Division of the Southern Railway, 90 miles east of Asheville and 58 miles west of Salisbury. It is in the heart of what is termed the Piedmont section of the state, famed alike for its productive soil, its diversified manufacturing enterprises and its abundant supply of hydro-electric power that is rapidly bringing about the greatest industrial development ever seen in the South and that is turning the eyes of the entire country toward this section.

Located within 30 miles of the foot of the Blue Ridge Mountains at an altitude of 1,200 feet, and protected by this range, its winters are mild, while the tempered breezes make its summers cool and invigorating. From the streets of Hickory most of the famous peaks of Western North Carolina, including Table Rock, Grandfather and Mount Mitchell, can be seen lifting their heads above the clouds in the "Land of the Sky."

The city is provided with an ample supply of pure drinking water which is carried through a system of modern filters and is tested frequently for any trace of contamination. This supply will soon be augmented by a gravity system from a source to be selected in the mountains west of Hickory, giving the city a supply sufficient to care for its growth for many years to come.



POST-OFFICE

GROUP OF HICKORY'S PUBLIC BUILDINGS



MUNICIPAL BUILDING



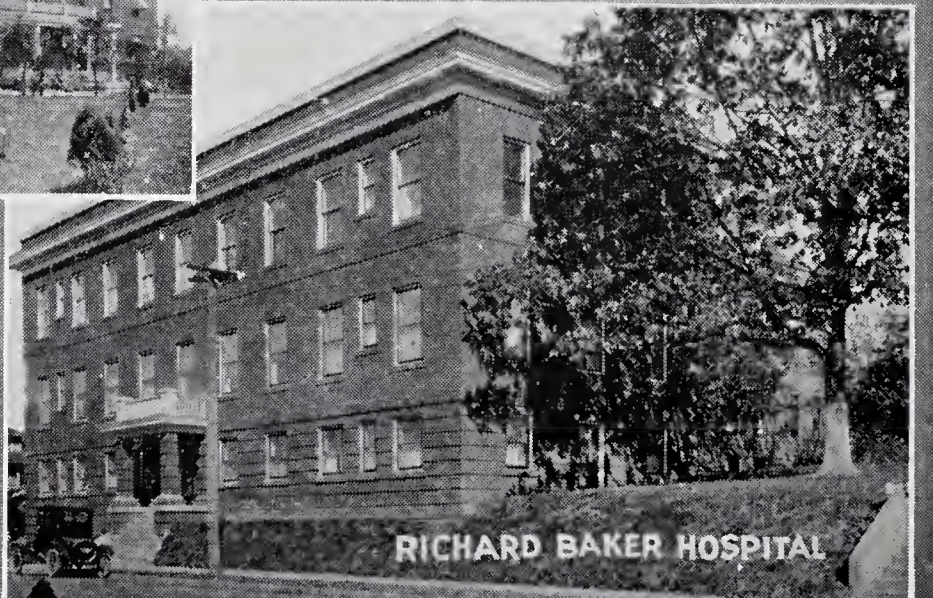
SOUTHERN RY PASSENGER STATION



WORTH ELLIOTT-CARNEGIE LIBRARY



HOTEL HUFFRY



RICHARD BAKER HOSPITAL

Due to its pure water, its high altitude and its modern health department, Hickory is peculiarly free from malaria, typhoid and other diseases of similar type, and its health record compares favorably with that of any city in the country.

Climate

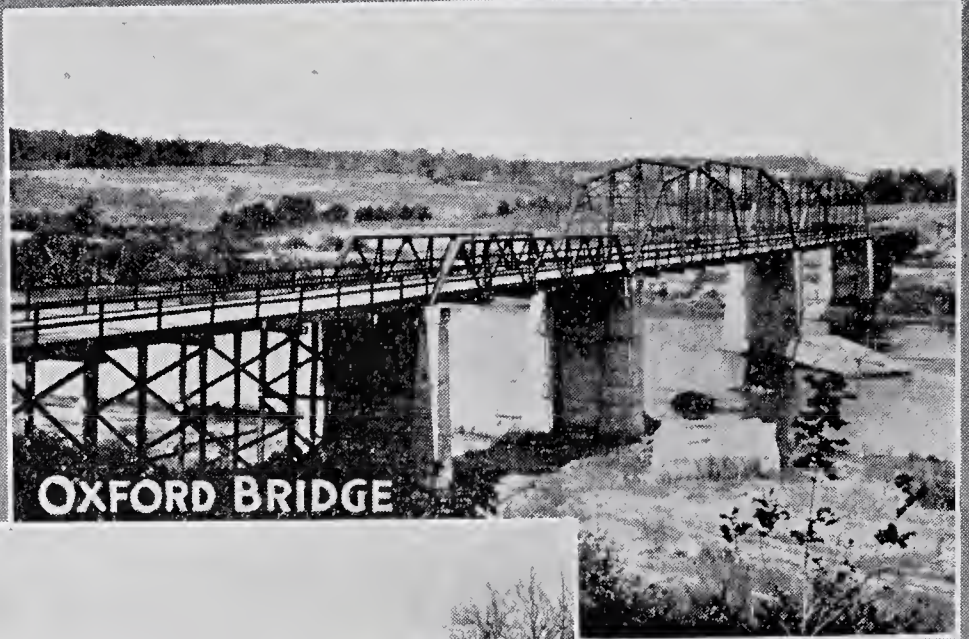
Situated at the foot of the Blue Ridge, 1,200 feet above sea level, and protected from extremes of temperature in winter and summer by these peaks that rise thousands of feet in the air, Hickory enjoys a year-round climate that is unexcelled anywhere. Free from the rigors of northern winters, from the extreme heat of the summers farther south and from the storms of the middle western plains, this section offers to those seeking a change of location an ideal, evenly balanced winter and summer climate. The average annual temperature for the past ten years has been 60.2 degrees with a record of more than 300 days of sunshine each year. The summer nights are cooled by the mountain breezes, the temperature frequently ranging 20 degrees lower than that of mid-day.

Mountain Resorts

Within fifty miles of Hickory is to be found some of the grandest mountain scenery in America. The Blowing Rock country to the northwest and the "Land of the Sky" to the west, offer scenic beauty and recreational opportunities that are unsurpassed on the American continent. These mountain resorts are reached from Hickory, either by rail or by automobile over some of the finest highways ever constructed.

Blowing Rock, forty miles to the northwest of Hickory, rises to an altitude of 4,500 feet, and with its fine resort hotels and cottages, its two sporty golf courses and other attractions, is drawing thousands of tourists each year. Most of the 46 mountain peaks in Western North Carolina that rise to a height of over 6,000 feet, can be seen from the mountain drives around Blowing Rock. This popular summer recreational center is reached directly through Hickory, being only two hours distant by automobile.

SOME OF
CATAWBA'S
FINE ROADS
AND
BRIDGES



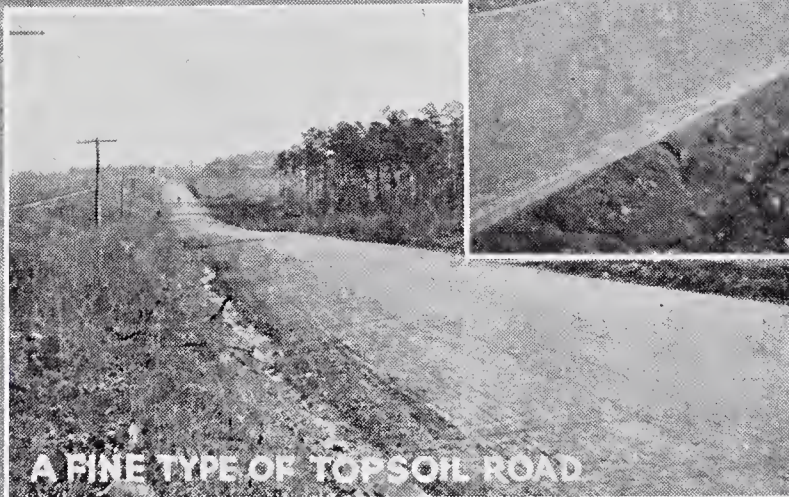
OXFORD BRIDGE



HORSEFORD BRIDGE



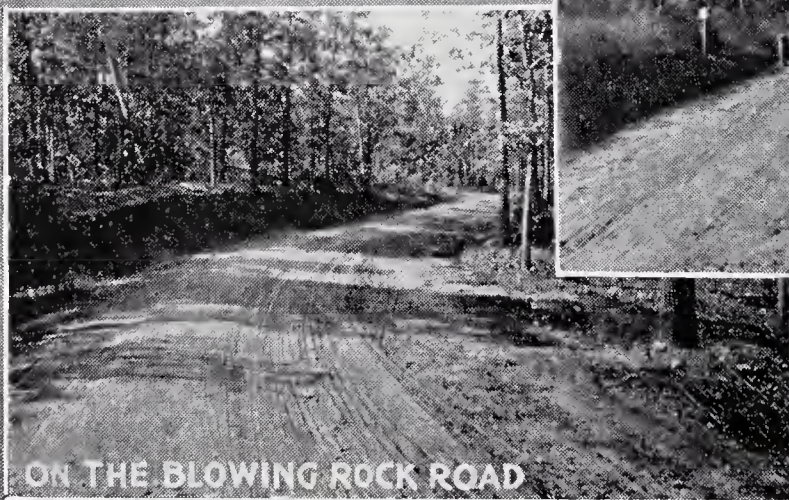
CENTRAL HIGHWAY



A FINE TYPE OF TOPSOIL ROAD



A COUNTY MAINTAINED ROAD



ON THE BLOWING ROCK ROAD

Directly west, forty miles distant, lies Lake James (Bridgewater) one of the largest artificial lakes in the country, covering an area of more than 14,000 acres. Built as a storage basin to supply water during the summer months to the power plants along the Catawba River, this magnificent body of water has been stocked with game fish of every description, and offers to the angler an unsurpassed opportunity to demonstrate his skill. Lake James is reached by automobile in two hours over the Central Highway.

Farther west on this wonderful stretch of road that traverses North Carolina from the Atlantic to the Tennessee line, are Black Mountain, Blue Ridge, Ridgecrest and Swannanoa, right at the top of the Blue Ridge mountains, where the various church denominations have their great assembly grounds.

To the motorist Hickory offers a fine base for weekend trips to these mountain resorts.

Railroad Facilities

Served by the Southern Railway and the Carolina and Northwestern Railway, Hickory offers every facility to both passenger and freight traffic. Eight passenger trains on the Southern Railway, carrying pullman sleepers direct to New York, Philadelphia, Baltimore, Washington, Cincinnati and other eastern and western centers, and two on the Carolina and Northwestern connecting at Gastonia, N. C., and Chester, S. C., with the Southern Railway, provide a passenger service equal to any in the state.

Hickory is within twelve hours by rail from Washington, eighteen from New York and sixteen from Cincinnati.

Through freight service to and from the markets of the East and Middle West on a favorable rate basis make Hickory an ideal location for the manufacturer seeking an outlet for his product or the merchant buying his stock in the East.

Adequate sidings and switching facilities are provided for manufacturing plants and wholesale houses.



HICKORY CHAIR MFG. CO.



IVEY COTTON



HICKORY FLOUR MILLS



GRANITE COTTON MILLS



BROOKFORD COTTON MILLS

A FEW OF INDUSTRIAL



HIGHLAND CORDAGE CO. No. 1



HICKORY ICE AND COAL CO.



LATTA-MARTIN PUMPS



HIGHLAND CORDAGE CO. No. 2



THE SOUTHERN DESK CO.



HICKORY MFG. CO.



C.&N.W. RY. SHOPS



HICKORY SPINNING CO.



MARTIN FURNITURE CO.



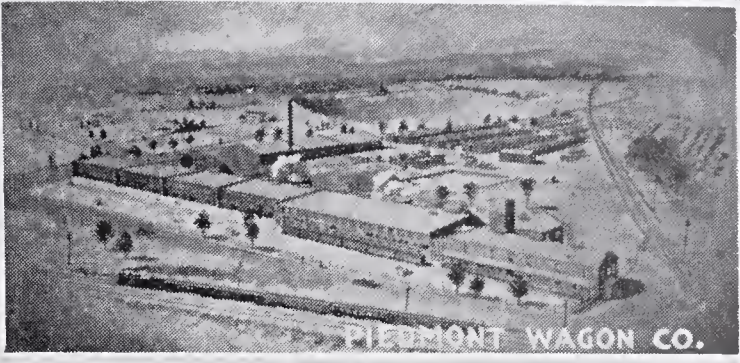
WHOLESALE BLOCK



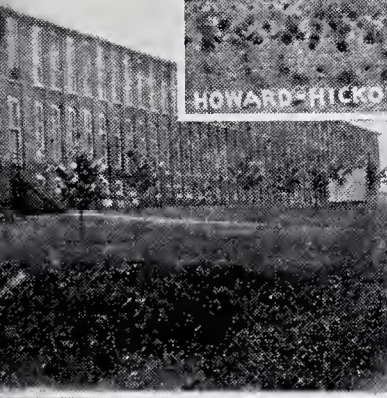
ELLICOTT



HOWARD-HICKORY NURSERY



PIEDMONT WAGON CO.



HICKORY FURNITURE CO.



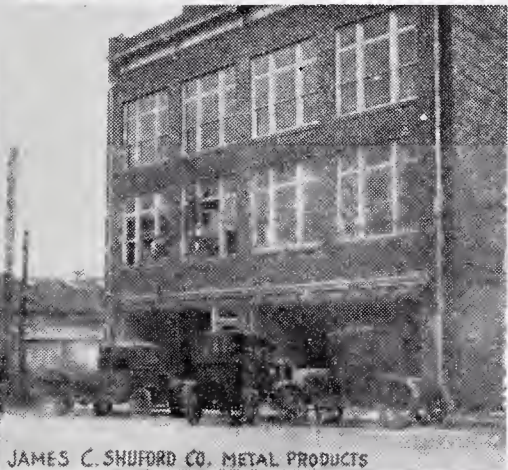
HUTTON & BOURBONNAIS CO.



HICKORY'S PLANTS



SHUFORD COTTON MILLS



JAMES C. SHUFORD CO. METAL PRODUCTS

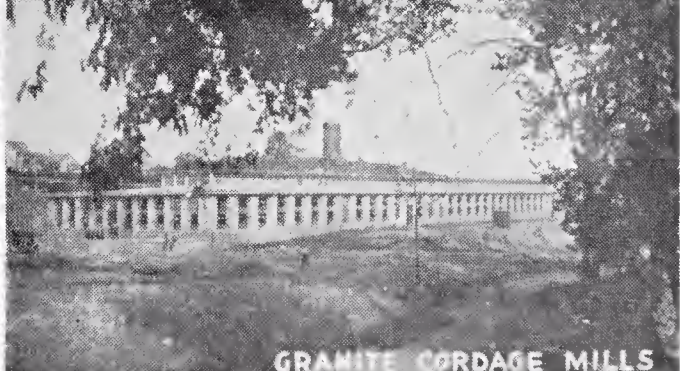


CATAWBA CREAMERY

LARGEST IN THE SOUTH



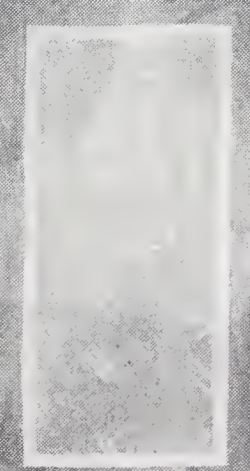
HICKORY OVERALL CO.



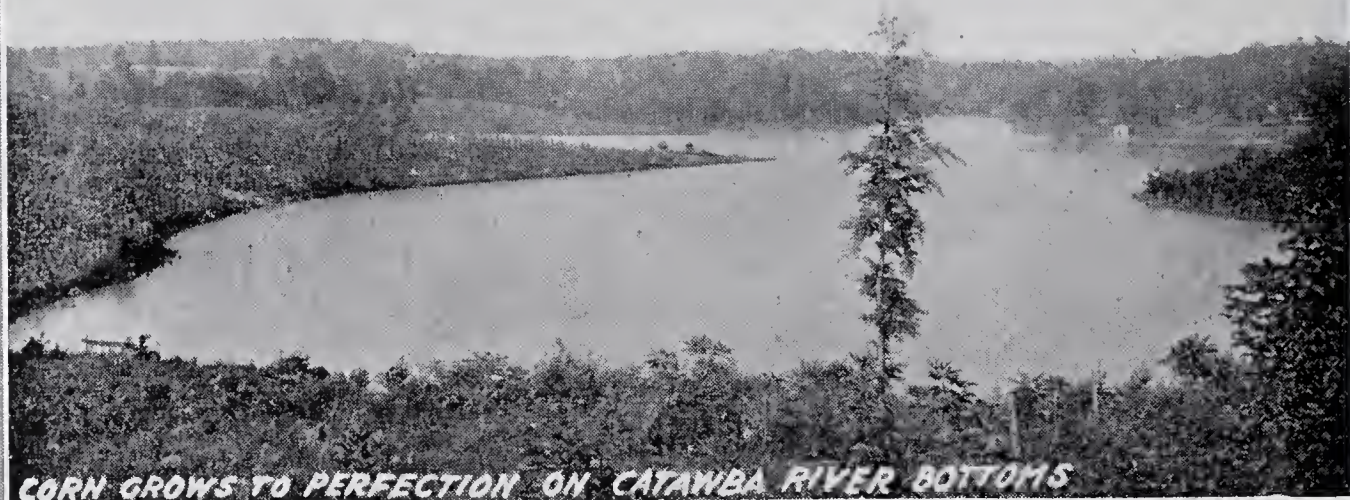
GRANITE CORDAGE MILLS



G MILLS



HICKORY HOSEIERY MILLS



CORN GROWS TO PERFECTION ON CATAWBA RIVER BOTTOMS



A FINE FIELD OF TOBACCO



HARVESTING CLOVER HAY ON CATAWBA FARM

Electric Power

The streams that flow through the valleys provide hydro-electric power for the manufacturing industries of Hickory and this section. The Catawba river alone provides two big power projects within eight miles of Hickory capable of developing 60,000 horse-power, and 18 miles down the stream from this city is the 33,000 horse-power plant at Lookout Shoals. Farther up-stream are additional sites that will be developed, the water rights and abutting land having been acquired for this purpose.

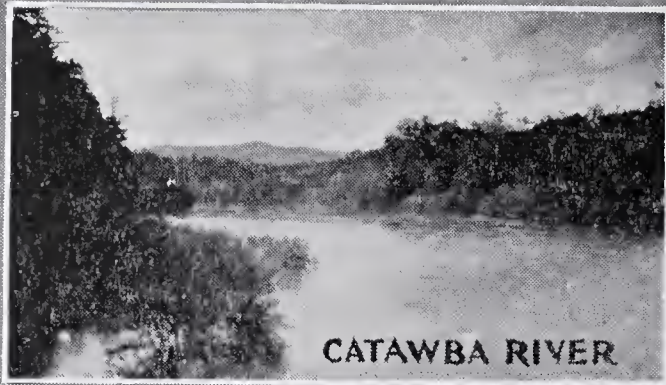
On the smaller rivers and streams within a radius of 15 miles of Hickory are eight hydro-electric plants, one Hickory manufacturing concern operating three of these. Electricity has replaced coal in practically all of the industries of this section.

Power for manufacturing purposes is available as low as .0125 per kilowatt hour; for domestic purposes at .03 cents per kilowatt hour and for lighting at .09 cents per kilowatt hour. It is provided in abundance for both manufacturing and household purposes.

Manufacturing

More than \$7,000,000 is invested in the 50 diversified manufacturing plants of Hickory and the value of the annual output is in excess of \$10,000,000. Twenty-five hundred persons find employment in these plants and over \$1,250,000 is paid out in wages each year. Nearly one hundred different articles are manufactured in these plants. The products include Auto Seats and Tops, Auto Parts, Wooden Boxes and Box Shooks, Metal Boats, Brick, Brooms, Brass, Bronze and Iron Castings, Building Material of all kinds, Butter and Creamery Products, Canning Outfits, Chairs, Cigars, Soaps and Cleansing Products, Cotton Mill Supplies, Wooden Crates, Dehydrators, School Desks, Flour and Meal, Dining Room Suits, Fabricated Houses, Hosiery, Juvenile and Kindergarten Furniture, Harness and Leather, Nursery Products, Lumber, Interior Mill Work, Monuments, Office Furniture, Overalls, Paper Boxes and Cartons, Pumps, Sash Cord, Wooden Toys, Dining Tables, and Wagons. The Textile plants of Hickory produce Carpet Yarns, Chambrays,

HEAR HICKORY HUM!



CATAWBA RIVER



A FISHERMANS PARADISE



A BLOWING ROCK SCENE



LAKE JAMES, BRIDGEWATER

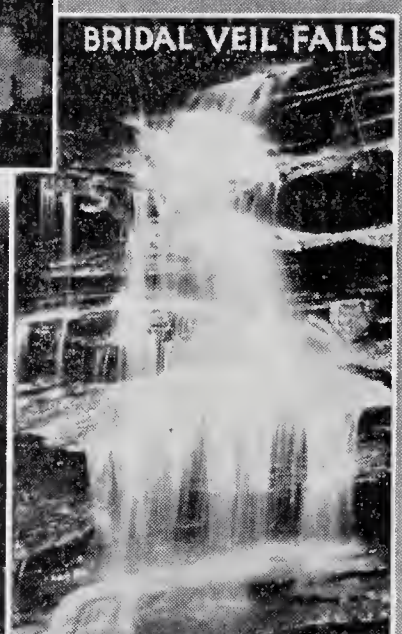


LAKE JAMES

BRIDAL VEIL FALLS



MOUNTAIN AND STREAM



BEAUTIFUL MOUNTAIN FALL



AT BLOWING ROCK

SCENES
IN THE
MOUNTAINS
NEAR
HICKORY



ALONG THE



CATAWBA RIVER

Cordage, Corduroys, Corset and Dobby Cloth, Cotton Yarns, Curtain Goods, Moleskins, Palm Beach Cloth and Sateens.

Ninety per cent of the capital invested in these enterprises is furnished by Hickory investors who are influenced by the fact that there has not been a failure in this line in Hickory in thirty years.

A list of the corporations will be found on the last page of this booklet. They will gladly furnish information to those interested in their products.

Commercial Opportunities

Hickory is the trading center for 50,000 people living in Catawba, Caldwell, Burke and Alexander Counties.

The country population, which is 95 percent native white, together with the high class of workers in the manufacturing plants in the city, offers an unusually attractive field for the retail and wholesale merchant looking for a new location. One hundred and twelve retail and ten wholesale houses in Hickory find it a profitable place to do business. While the growth of the city during the past ten years has been remarkable, conservative business men feel that the next decade will witness an even greater development.

On July 1 Hickory will become a first-class postoffice, the receipts for the calendar year 1922 having been \$44,189.85, an increase of 20 percent over 1921.

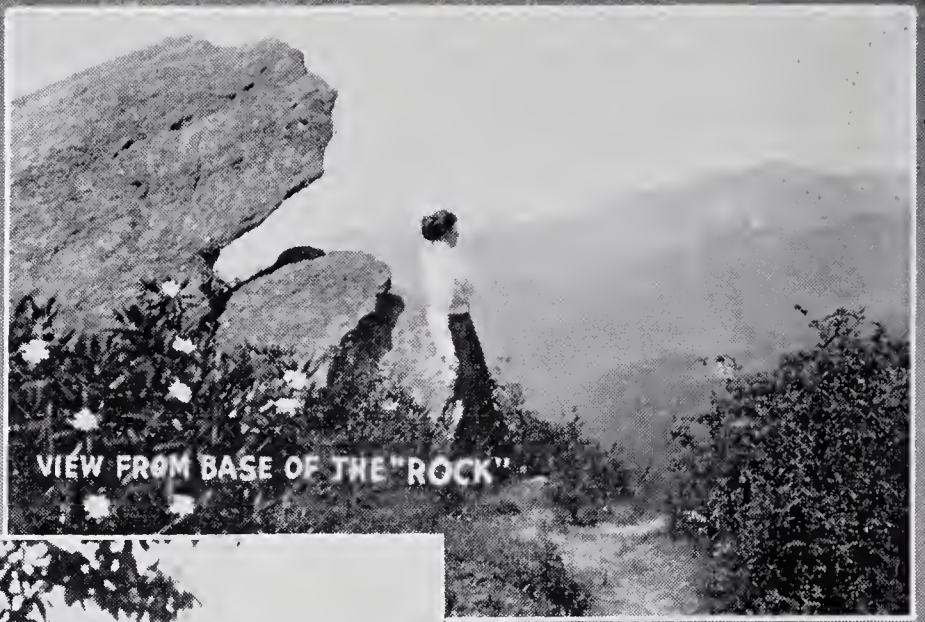
The growth of the city commercially is indicated by a comparison of the postoffice receipts. In 1905 the receipts were \$10,433.31; in 1915 \$21,334.54; in 1920 \$32,091.52 and in 1921 \$36,881.80.

While the building record for 1922 exceeded that of any previous year by many thousands of dollars, enough new construction is already projected to bring the total for 1923 to more than double that of last year. Among the new buildings already being planned are a New Hotel, an addition to the present Hotel Huffry, an Armory, a New High School, several buildings at Lenoir College and numerous store buildings and dwellings.

Business finds hearty cooperation from Hickory's banks—one national and two state institutions—whose capital and surplus is sufficient to take care of the demands for accommodations.

SCENES at
BLOWING
ROCK

A SCENIC
WONDERLAND



VIEW FROM BASE OF THE "ROCK"



GRANDFATHER MOUNTAIN



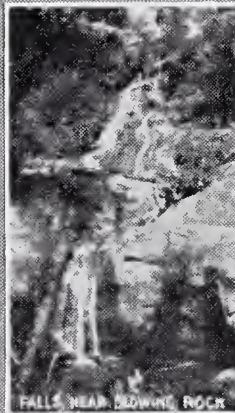
ANOTHER VIEW OF GRANDFATHER



A MOUNTAIN
PANORAMA



A SPORTY GOLF COURSE



FALLS NEAR BLOWING ROCK



SUNSET OVER GRANDFATHER



LOOKING
UP AT ROCK



WHERE TRAIL AROUND



WINDODENDRON GAP



THE "ROCK"

City of Home Owners

Hickory is a city of home owners, seventy-five per cent of the inhabitants owning their property. This is due in a large measure to the far-sighted and progressive policy of the building and loan associations of the city whose total assets run well over a million dollars. It is a population with a "stake" in the community—home-owning and home-loving people. This fact, coupled with the relatively low cost of living and high wages paid to the workers, goes to make up an unusually contented and happy citizenry.

With its unequalled year-round climate, its splendid spiritual, intellectual and recreational advantages, its unusual opportunities for social intercourse through numerous civic organizations and a fine spirit of cooperation among the citizens for the uplifting of the Community, Hickory is an ideal place in which to live.

Ample Labor Supply

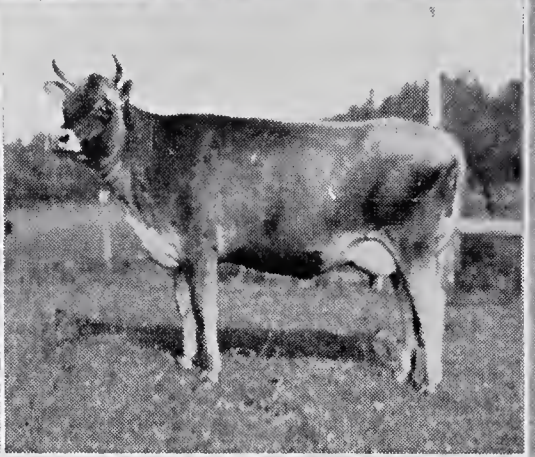
In spite of the remarkable industrial development of the past decade, there is still an ample supply of skilled and unskilled labor available in Hickory to take care of many additional manufacturing enterprises. These workers are 99 2-3 percent native-born Americans of an unusually high degree of intelligence, the majority of them having been born and reared in Catawba and adjacent counties. The spirit of cooperation that exists between employer and employee has done much to eliminate labor troubles and strikes are unknown.

Hundreds of workers living in the surrounding country motor back and forth to their work in the manufacturing plants of the city. With a population of over 200,000 of this type of people to draw from it will probably be many years before outside labor will have to be imported to man the manufacturing plants that will come to Hickory in the future.

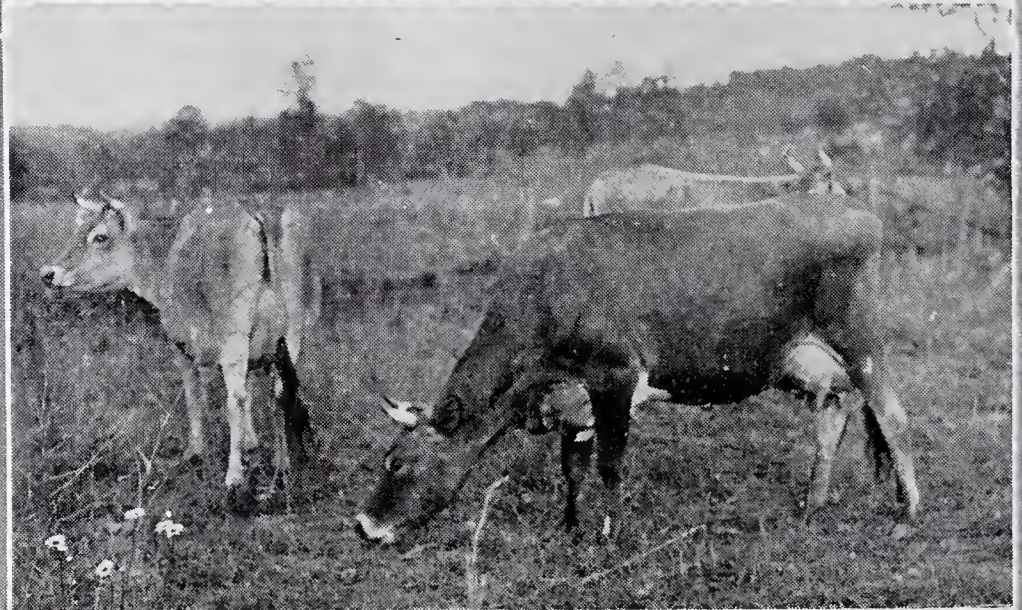
Progressive City Government

Hickory was first chartered as a corporate town in 1874. This charter was amended in 1879 and in March 1913 the citizens by a large majority adopted what is

HEAR HICKORY HUM!



SOME OF
CATAWBA'S
FAMOUS
JERSEY
CATTLE



OAKWOOD DAIRY FARM

known as the City Manager form of government, being the second city in the United States to adopt this plan.

Since the adoption of this charter, under the direction of the City Manager and the supervision of the mayor and four councilmen, the city has made wonderful progress in the development of its natural resources and beauties. The city government is recognized as one of the most efficient in North Carolina. Many miles of paved streets, water mains and sewers have been laid; a modern municipal building, in which are housed all the city's activities and which contains an auditorium with a seating capacity of 1,200, has been erected, and a fire department organized equal in efficiency to any in the state. The fire department is equipped with two modern motor trucks and the city is now installing a Gamewell alarm system. As a result of this progressive spirit Hickory enjoys a lower fire insurance rate than any other city in the state.

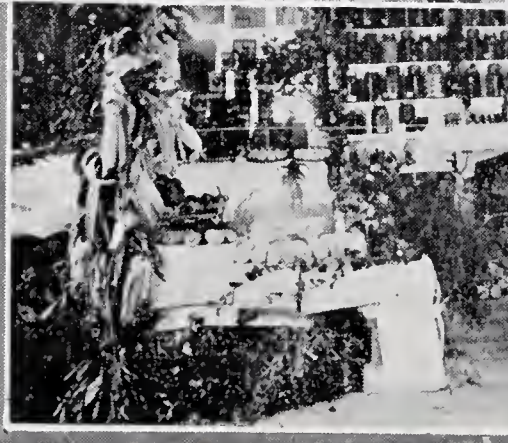
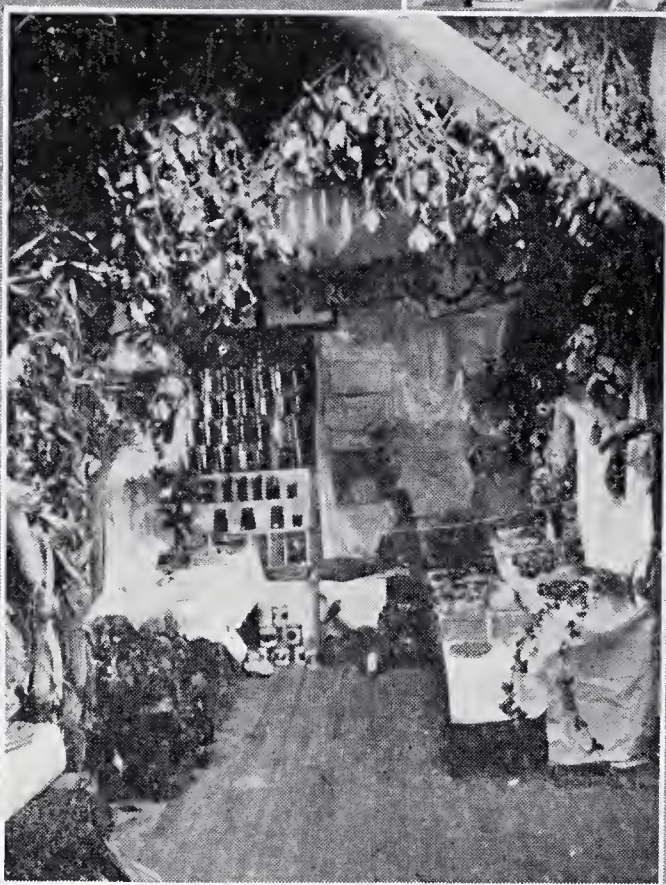
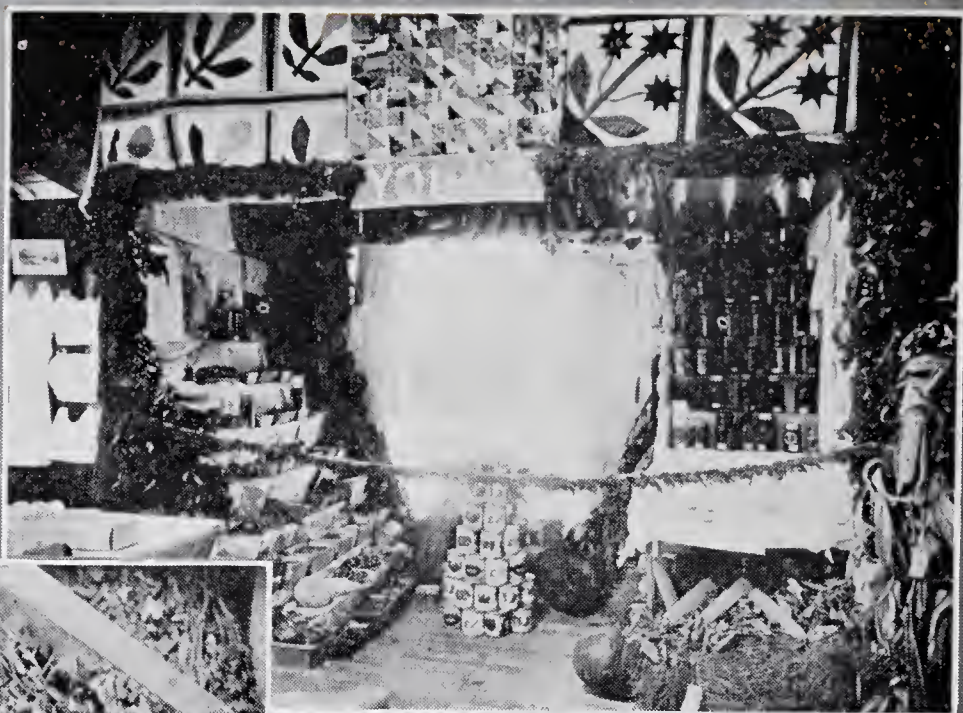
In keeping with its far-sighted policy of the past, Hickory has recently employed engineers to investigate and report on an additional source of water supply that will, when it is completed, take care of the city's growth for many years to come. Action has also been taken looking to the employment of a city planning engineer to lay out a plan for the future growth of the city.

In spite of the thousands of dollars spent during the past decade for municipal improvements and educational facilities, Hickory's tax rate is only \$1.48 per \$100, while the County rate is only 81 cents on a basis of approximately 50 per cent valuation. North Carolina has no property tax, the state government being financed through other forms of taxation.

A Church-Going People

The citizens of Hickory are peculiarly a church-going people and handsome edifices, representing almost every denomination in the South have been erected for the worship of God. Among these denominations may be mentioned the Baptist, Episcopal, Lutheran, Methodist Episcopal, South, Presbyterian and Reformed Church in the United States. Through capable and conscientious ministers and modern, well equipped Sunday School organizations the spiritual welfare of the city is well taken care of.

COMMUNITY
EXHIBITS
at
CATAWBA
COUNTY
FAIR



Educational Advantages

Hickory's graded schools stand well toward the top of the list in North Carolina, a state that spent \$24,000,000 during 1922 on the public school system, and the Hickory High School is on the accredited list of Southern Association of High Schools. Graduates from the city schools are received into any college or university in the South upon certificate. Through a recent gift Hickory has acquired thirteen acres of land in the heart of the city upon which during the ensuing year will be built a modern high school plant to cost several hundred thousands of dollars.

Lenoir College, a grade A, co-educational institution, under the administration of the Lutheran Church, is located in Hickory. Enrolled at Lenoir during the present year are more than 300 young men and young women from all over the United States and several foreign countries. This institution with an endowment of over \$500,000, is now engaged in an effort to increase this fund to over a million dollars and to build a plant worth fully as much. Lenoir College, under able management and provided with a highly trained faculty, affords an opportunity for the higher education of the youth of Hickory and the South at a remarkably low cost.

Recreational Facilities

Lovers of golf will find in the newly constructed 9-hole links of the Hickory Country Club, which will be opened during the summer of 1923, a Donald Ross course that will test their mettle. A modern club house to take care of the social life of the members, is now under construction.

Autoists will find the splendid state and county highways, upon which over a million dollars have been spent during the past year, a road system that cannot be excelled anywhere in the country. Over these highways within a few hours ride is to be found some of the most beautiful mountain scenery and best trout and bass fishing in the United States.

The organized recreational activities of the city are under the supervision of a director of Community Ser-

vice, Inc., an organization that has won universal recognition and praise. Playground work, music, and training of local recreational leaders have received a tremendous stimulus through this instrumentality.

Civic Organizations

Among the civic organizations which are cooperating for the moral and intellectual, as well as the physical upbuilding of Hickory are the Rotary Club, the Kiwanis Club, the Community Club, composed of over 300 progressive women; the American Legion, the Travelers Protective Association and numerous smaller clubs and societies.

The Hickory Chamber of Commerce, through whose far-sighted policy this booklet is made possible, is composed of over 300 of the most progressive business men to be found in any city in the United States. Any worthy enterprise that offers a reasonable chance of success, desiring to locate in this section will find a hearty cooperation from this organization.

Catawba County

With an area of 408 square miles and bisected by several large streams, including Catawba River and its tributaries, Catawba County has a population, according to the 1920 census, of 33,839. Of these the native white form 89.3 per cent. of the whole, the negro population 10.6 per cent, and the foreign one-tenth of one per cent. There are 82.9 persons to the square mile.

Settled in the late 18th century by a high type of German immigrants who obtained their land grants directly from King George of England, the county is noted for the thrift, integrity and resourcefulness of its people. The rich lands of the river valleys are devoted to the cultivation of food crops, while the red uplands of the hills afford pasture to hundreds of fat cattle; produce sweet potatoes in abundance, and yield a rich return in berries and fruits. The first cooperative sweet potato growers' association in the South was organized in Catawba County and is still functioning. Stimulated by the organization of the Catawba Creamery, one of the

largest enterprises of the kind in the South, dairying and poultry raising have become two of the most important farm activities in Catawba County. Hundreds of thousands of dollars annually are distributed to the farmers through the creamery, which buys the butterfat, converts it into butter and ice cream and distributes these products to the markets of the country. Through this system of diversified farming the Catawba farmer is not dependent upon any one crop and this has brought about a condition of prosperity seldom equalled. There is a community of interest between Hickory and the county that has resulted beneficially to both sides and has fostered a spirit of cooperation between city and country.

Catawba County has expended in the last year nearly a million dollars for good roads and during the ensuing year plans to spend an equal sum. Included in the state and county systems are 11 miles of bitulithic already completed, seven miles under contract and 20 miles to be contracted during 1923. Under the supervision of the County Highway Commission every road in the County will be top soiled before the work is ended.

Good roads throughout the County are supplemented by rural telephone systems and rural free delivery, making communication easy.

In the past two years Catawba County has spent nearly \$500,000 on public school buildings and plans are already made to expend \$300,000 in 1923. When this program is completed the County will have a modern school system capable of taking care of every child in the cities and in the country.

These school buildings are conveniently located throughout the County and where the distance is too great transportation is provided.

Farm land in Catawba can be bought for from \$50 to \$100 per acre and due to its fertility and nearness to market offers an ideal location for farmers desiring to engage in trucking and dairying.

The Hickory Chamber of Commerce will gladly furnish any detailed information regarding Hickory or Catawba County upon application.

- A. S. Abernethy & Sons—Harness.
 Best Hosiery Mills—Men's Hose.
 Brewer Flour Mills—Flour and Corn Meal.
 Brookford Cotton Mills—Corduroys, Scrims and Fancy Fabrics.
 Coast Brand Overall Co.—Overalls for Men and Boys.
 Carolina Ornamental Co.—Plastic Composition Carving.
 Catawba Creamery Co.—Creamery Products.
 Del Rico Cigar Company—Cigars.
 El Flo Supply Co.—Cannery Outfits and Supplies, Pressure Cookers and Dehydrators.
 Elliott Knitting Mills—Ladies' Hose.
 Hickory Cabinet Company—Building Accessories.
 Hickory Chair Manufacturing Co.—Chairs.
 Hickory Collar Co.—Horse Collars and Belt Lacings.
 Hickory Daily Record—Afternoon.
 Hickory Flour Mills—Flour and Corn Meal.
 Hickory Foundry & Machine Company—Iron and Brass Castings.
 Hickory Furniture Company—Bedroom Suits.
 Hickory Harness Company—Harness and Saddles.
 Hickory Hosiery Mills—Children's, Men's and Misses' Hose.
 Hickory Ice & Coal Company—Ice.
 Hickory Marble & Granite Co.—Monuments.
 Hickory Manufacturing Company—Sash, Doors, Interior Work.
 Hickory Novelty Company—Cabinet Work, Doors, Sash, etc.
 Hickory Spinning Company—Yarns.
 Hickory Overall Company—Old Hickory Overalls and Shirts.
 Hickory Paper Box Co.—Boxes and Cartons.
 Hickory Roller Cover Company—Cotton Mill Rollers.
 Highland Cordage Company—Sash Cord and Rope.
 J. Henry Hill—Confectioneries and Candies.
 Howard-Hickory Company—Nursery Products and Landscape Gardening.
 Hutton & Bourbonnais Company—Packing Boxes, Crates and Lumber.
 Hilton Pottery Company—Pottery.
 Horseford Milling Company—Flour and Corn Meal.
 Ivey Cotton Mills—Fine Sateens.
 Ivey Manufacturing Company—Picker Sticks, Lug Straps, Spools and Skewers.
 Ingold Hardware Company—Sheet Metal Specialties.
 J. A. Lentz Lumber Company—Lumber and Building Material.
 Latta-Martin Pump Company—Pumps.
 Link Ice & Coal Company—Ice.
 Martin Furniture Company—Dining Room Suits.
 Moss Cabinet Shop—Ready Cut Houses and Building Material.
 Paragon Manufacturing Company—Automobile Accessories.
 Piedmont Foundry & Machine Company—Moulders and Special Machinery.
 Piedmont Wagon Manufacturing Co.—“Piedmont” and “Hickory” Farm Wagons.
 L. W. Poovey Brickyards—Brick.
 Real Knitting Mills—Hosiery.
 Savoy Candy Company—Confectionery and Fruits.
 A. A. Shuford Mill Co.—Fine Yarns.
 James C. Shuford Co.—Metal Specialties.
 Southern Desk Company—School Furniture.
 Southern Toy Company—Toys and Juvenile Furniture.
 Times-Mercury—Semi-weekly.
 Yeager Manufacturing Company—Dining Tables.

Printed by
Clay Printing Company
Hickory, N. C.

Photographs by
A. J. Bradshaw
Hickory, N. C.

Engravings by
Knoxville Engraving Company
Knoxville, Tenn.

UNIVERSITY OF N.C. AT CHAPEL HILL



00032235885

FOR USE ONLY IN
THE NORTH CAROLINA COLLECTION

