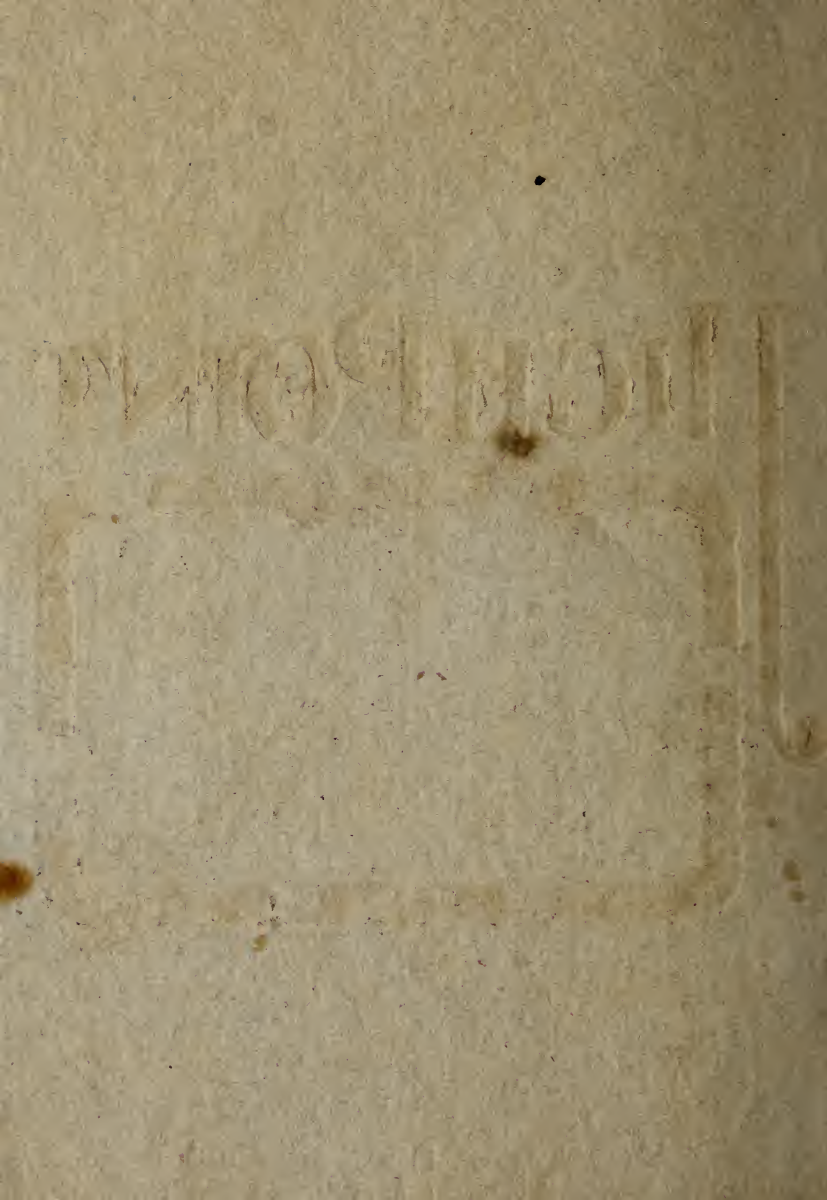


# THE WONDERFUL STORY OF HIGH POINT



*IN THE HEART OF  
THE PIEDMONT SECTION*



Veda Hamelton  
1942

# THE WONDERFUL STORY OF HIGH POINT



With Some Remarks on the  
Prosperity *and* Progress *of*  
the South; the Development  
*of* Her Resources & Manu-  
factures; & the Growth *of*  
the Furniture Industry

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IN THE  
HEART OF THE PIEDMONT SECTION

PUBLISHED FOR THE  
MANUFACTURERS OF HIGH POINT  
NORTH CAROLINA



WRITTEN, DESIGNED, AND PRINTED BY  
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## *The Prosperity of the South*

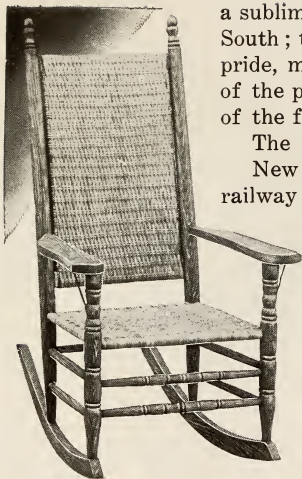
**I**T IS related of James Russell Lowell that he stood with a German friend, one day, on one of the highest peaks of the Alps. Turning toward Italy and Rome, the poet raised his hat, and said: "Glories of the past, I salute you!" His German friend turned on his heel, and lifting his hat toward the Fatherland said: "Glories of the future, I salute *you!*"

Standing on the Appalachian height of present-day prosperity; casting an imaginary glance over our fair and fertile Southland—from snow-capped peak to crested wave, from the Capital to the Gulf; recalling her deathless and inspiring past; viewing the fields of waving grain and snowy cotton; listening to the whirr of spindles and the hum of machinery; viewing through the rose-colored glasses of hope the greater progress of years to come; possessing

**Southern Car Company**

*Builders of Electric Street Cars*





a sublime faith in the glorious future of the South; the patriotic Southron, with becoming pride, may say: "Glories of the past, glories of the present, and glories—greater glories—of the future, I SALUTE YOU!"

The South is prosperous!

New towns are springing up where new railway lines penetrate coal fields and timber regions. The older towns and cities are growing by leaps and bounds.

About eighty per cent. of the world's cotton supply is grown in the Southern States of America, and this crop forms the basis of a manufacturing industry second only to iron and steel in the value of its annual output.

Comparatively a few years ago, the South was almost entirely an agricultural community. Today, the increased diversity of industries and the rapid development of her large mineral and timber resources are placing her well forward in the list of manufacturing sections, and bringing about an almost unexampled prosperity.

Southern mills are now operating more looms and consuming more cotton than Northern mills.

Less than twenty years ago—in 1890—the United States census reports showed a consumption of 1,799,258 bales of cotton in Northern mills, and less than one-third of that amount—or 546,897 bales—in Southern mills.

Last year, the South consumed, in manufacturing, 2,374,225 bales of cotton, and the North 2,349,478 bales—or approximately twenty-five thousand bales of cotton in favor of the Southern

## *The Best Chair Company*

*Chairs and Rockers in Double Woven Cane Seat and "Best"  
Patented Cobbler Seat*

States. These figures show a gain in actual consumption by Southern mills, in sixteen years, of 1,827,328 bales—or 28,070 bales more than the entire Northern consumption in 1890.

There were 160 new cotton and woolen mills started in the South last year, and 286 compresses and gins.

The progress and prosperity of the South, however, is not confined to the textile industries. Many other enterprises show an equally vigorous and some a more astonishing growth.

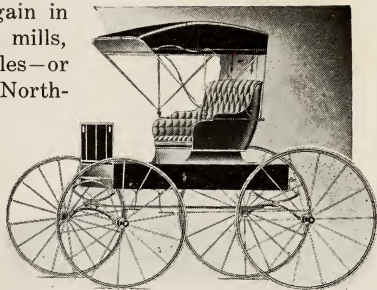
There were nearly seven thousand new industries (separate concerns) started in the South last year. These include 1,179 wood-working plants, 513 development and implement companies, 260 telephone companies, 238 electric light and power companies, 238 waterworks, 209 ice and cold-storage companies, 204 iron-working plants, 133 brick and tile works, 123 flour and grist mills, 117 hardware companies, and 101 canning factories.

There has been, too, a wonderful development in coal mining and similar industries in the South—409 mines and quarries being started in operation last year.

The South is now making more than four times as much iron as the United States made in 1860, and nearly as much as the entire country made in 1880.

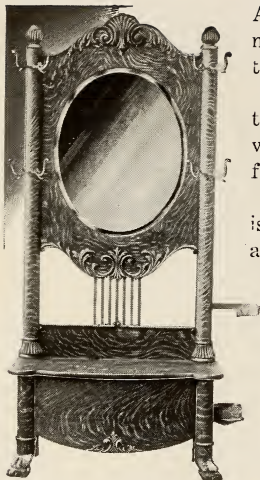
Farm values in the South have increased at least one and one-half billions of dollars within the last two or three years.

Railway construction in the South has never before gone forward on such a scale as the present. New lines are being planned and built in all directions, reaching tidewater at the various lower



## High Point Buggy Company

*Buggies and Carriages of Quality*



Atlantic and Gulf ports, and opening up new fields of effort and greater opportunities for advancement.

Perhaps the most wonderful advance in the South, in recent years, has been in the various branches of the wood-working and furniture industries.

The notable increase in railway mileage is opening up the hardwood timber belts and the almost boundless mineral resources of the Appalachian chain.

The greatest hardwood timber belts of the country are in the middle South. The center of the wood-working industry—near to the source of supply, and convenient to the great markets—is also in this section.

High Point, N. C., in the heart of the famous Piedmont Section, is the largest manufacturer of wooden products in the South, and, with one exception, the largest manufacturer of furniture in the country.

## *The "State of High Point"*

**I**N THE western part of North Carolina—in the mountain section—is Wilkes County, famous in years gone by for the plenteousness of its "moonshine" and the mellowness of its "mountain dew". The Wilkes Countian proudly speaks of the "State" of Wilkes.

The steady and rapid growth of the city of High Point—in manufacturing, in capital, in population—may perhaps serve as an

### **Kearns Furniture Company**

**Chamber Suits, Hat Racks, Kitchen Safes, and Tables**



excuse for the enthusiasm which prompts one to refer to North Carolina as "The State of High Point".

The growth of North Carolina, in all lines, during the past two decades, has been even more pronounced than that of the South as a whole. In manufactures and mining, in agriculture, in education, her progress has been almost unique; and the day is fast approaching when North Carolina will rival or surpass any State in the Union in the variety and excellence of her products.

The increase in population during the past twenty years has been about thirty-seven per cent.

Educational advancement has been noticeable all along the line.

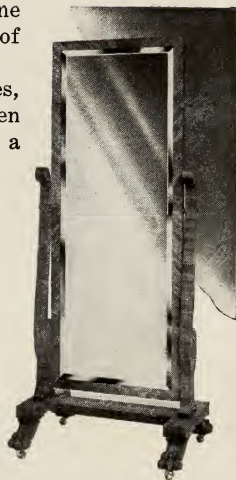
The State has a compulsory education law, and a fair and just child labor law; and twenty-two per cent. of her population attend school.

The school term in North Carolina has been lengthened about fifty per cent. in twenty years.

Twenty years ago, the expenditure for education was \$375,000 (twenty-seven cents per capita); today the expenditure for education is over a million dollars, or about sixty cents per capita.

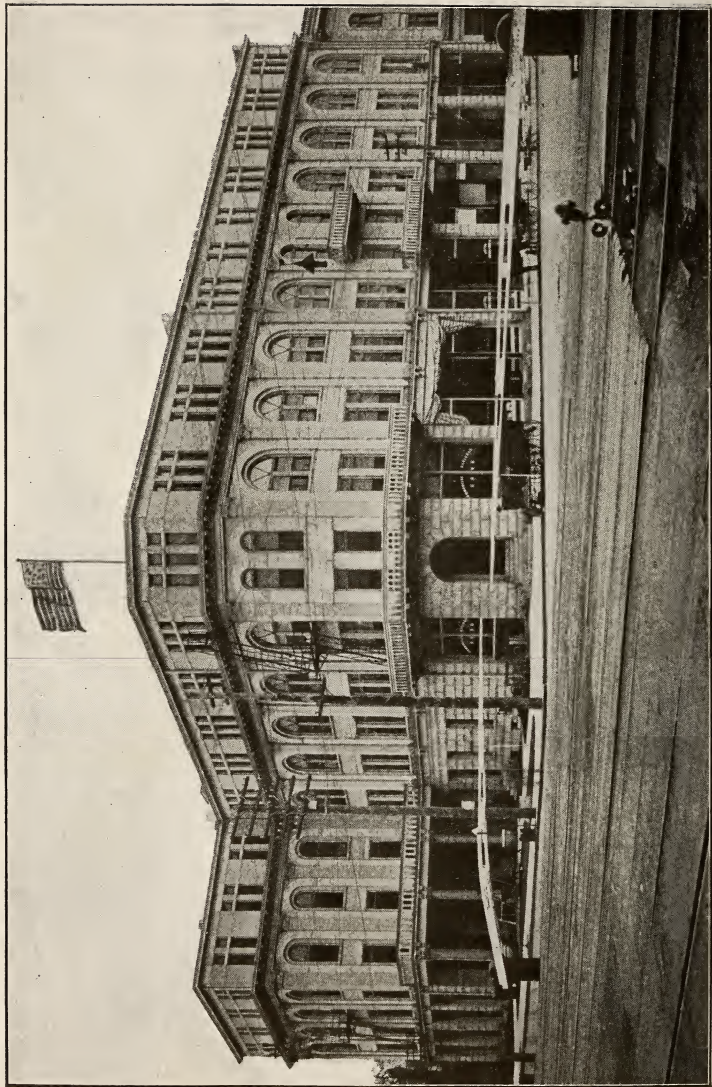
Twenty years ago, the State had about two hundred and fifty thousand pupils in school; today there are approximately five hundred thousand—an increase of one hundred per cent.

The value of North Carolina's agricultural products shows an increase of seventy-two per cent. in twenty years. She has the raw material of every kind in her fertile fields and in the richness of her mines and forests.



**Ferd. Eckers**

**Mirror Plates for Furniture Manufacturing**



ELWOOD HOTEL, HIGH POINT, N. C.

The most astonishing growth and development, however, has been in her manufactures. In twenty years, the value of her manufactured products has increased three hundred and seventy-two per cent., as compared with one hundred and forty-two per cent. for the entire country.

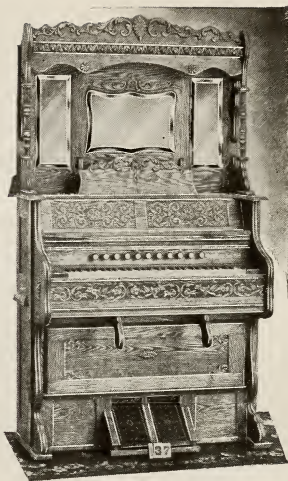
The annual value of her manufactured cotton goods, alone, is over thirty million dollars.

In 1900, there were reported in the State 7,226 manufacturing establishments—producing chiefly lumber, furniture, cotton goods, fertilizers, flour, leather, oil, and tobacco, and having an annual output of about two billion dollars.

In mining industries, North Carolina has already become the principle source of supply of some minerals, such as corundum and mica; and 178 different minerals are numbered and described as found within her borders, most of which are the subjects of industries which are daily developing to greater proportions.

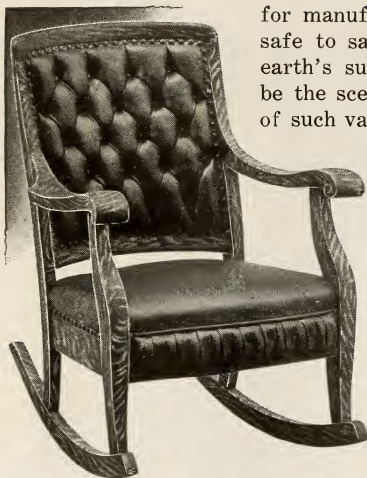
Her timber belts include nearly all the species of trees found in the United States, east of the Rocky Mountains. There are more species of oaks in North Carolina than in all the States north of her, and only one less than in all the Southern States east of the Mississippi.

North Carolina will thus be seen to be a State of vast resources, whether we regard the value and variety of her natural or cultivated products, the immense range of her minerals, or her facilities



## High Point Piano *and* Organ Company

We Court Competition, *and* Defy Our Competitors



for manufacturing. It would perhaps be safe to say that no equal portion of the earth's surface will, in the near future, be the scene of industries so various and of such value.

## *The Piedmont Section*



A Mill Village Four Hundred  
Miles Long



HAT is known as the  
"Piedmont Section"  
extends from the  
State of Georgia  
through the two Carolinas and

into Virginia. It is the middle section of these States—between the great plains of the eastern sections and the mountains on the western boundaries. Throughout the greater part, it has a gently rolling surface, presenting a succession of hills and dales remarkable for quiet, picturesque beauty.

Within the past thirty years, the Piedmont Section has become one of the great manufacturing districts of the world—the textile and wood-working industries taking the lead in her products.

A recent writer in *The World's Work* says: "If the seats in a Pullman car were twenty feet higher, a passenger would hardly be out of sight of a cotton mill from the time he left Danville, Va., until he reached Atlanta, Ga., a distance of 400 miles. It is one long mill village."

**Tomlinson Chair Manufacturing Co.**

*Chairs and Rockers of Quality*



The transformation of the Piedmont Section has been so rapid that the railroads which a few years ago served this section with ease, admit now that, in spite of vast improvements in rolling stock and roadways and a largely increased mileage, they are scarcely able to handle the freight that originates along their lines.

Another wonderful advance in this section is the development of waterpower from Southern rivers.

A dam is now being built across the Yadkin River, to turn 1,700 cubic feet of water into a four-and-a-half mile canal. At the end of the canal will be a fall two-thirds as high as Niagara, which will generate 145,000 horsepower, when the turbines are installed.

It is claimed that this power can be sent by transmission lines as far as eighty or ninety miles away.

A large number of waterpower plants are in operation throughout this section; and the presence of these power plants and transmission lines gives the factories in this locality a low price for power, above which they do not have to go.

Coal fields, covering many hundred square miles, are also located in this section.

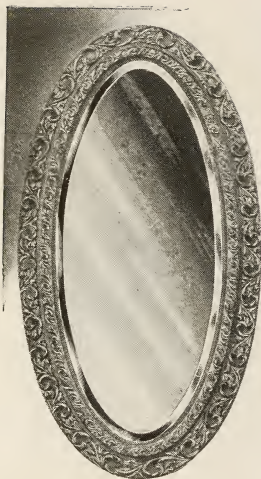
Added to these manifest advantages for the manufacturer, are the genial, healthful climate and the fertility and productiveness of the soil—making, all in all, a thoroughly ideal location for the worker or investor, manufacturer or merchant, or for home- or health-seekers.



**Southern Chair Company**

*The Prompt Shipping People*





In the heart of this section—almost the center of North Carolina, is located the main subject of our story—the wide-awake, growing, thriving city of High Point.

## The City of High Point



IT HAS been said that Israel got out of Egypt in forty-eight hours; but it took forty years to get Egypt out of Israel. So the High Pointer has plenty of opportunity and facilities for getting out of High Point, and can do so in a very short time; but eons of time would not be sufficient to get High Point out of him.

The High Point citizen is possessed of a *love* for his city, rather than the usual *civic pride*—a love that makes him willing to do his share of the work of the community, that prompts him to take his part in the work of governing, developing, or beautifying the municipality. This trait is noticeable even among those who have but recently come among us.

High Point is situated almost in the center of North Carolina, in historic Guilford County, on a slightly rolling, beatifully-wooded plateau. It has an elevation of 964 feet above sea-level, and is about forty miles from the Blue Ridge Mountains. It is within nine hours' ride of Washington, fourteen hours from New York, and twelve hours from Florida.

The population of High Point is about twelve thousand; in 1887, it was only 1200—an increase of one thousand per cent. in twenty

### Standard Mirror Company

High-Grade Framed, Plain, and French Beveled Mirrors

years. It is almost impossible to grasp the significance of these figures. One thousand per cent. increase in population in twenty years ! Let us see what that means.

The same ratio of growth would give us 120,000 population in 1927 ; it would give the city of New York, in 1920, a population of over thirty-four million people—or nearly one-half the number of people in the entire country according to the last census, and over three million more people than were in the entire United States in 1860.

High Point is almost proverbial for its healthfulness, its equability of climate, its purity of water, its excellence of drainage, and its freedom from malaria and kindred diseases.

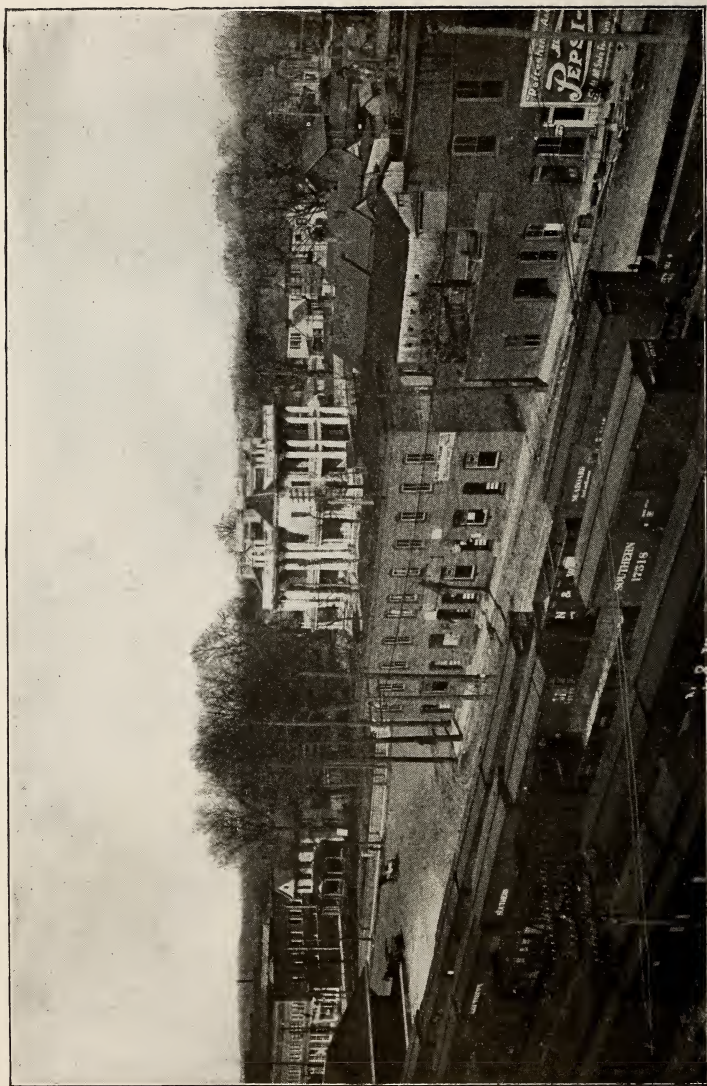
The annual average temperature in this section, for the twelve-year period 1891 to 1901 inclusive, was 57.5 degrees. The average temperature for January was 37.7 degrees—the lowest being 29.2 degrees, and the highest 44.8 degrees. For the month of August, the average annual temperature for the period was 75.7 degrees ; while the lowest average temperature for this month was 70.6 degrees, and the highest 81 degrees. The average annual rainfall is about 52 inches, pretty evenly distributed throughout the year.

The city has well-paved streets—twenty-one miles of macadam county roads, and ten miles of granolithic sidewalks. The residence streets are beautified by smooth lawns, well-kept front yards, and abundant shade trees. They are lined with many very handsome residences and less pretentious but comfortable homes.

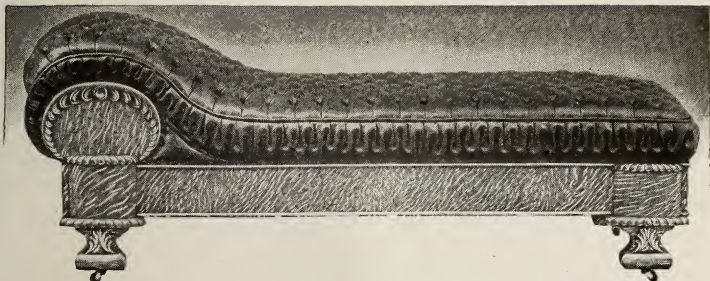


## **Pittsburg Plate Glass Company**

**Plain and Beveled Mirrors and Framed Mirrors**



SCENE IN THE WHOLESALE SECTION, HIGH POINT, N. C.



High Point is distinctively a city of homes, as well becomes a place where are produced so many articles of beauty and utility for the furnishing and adornment of the home. Sixty per cent. of our workmen own their own homes, and many own stock in the factories in which they are employed.

The city is readily accessible from all points. It is located on the main trunk line of the Southern Railway. It is the terminus of the H. P. R. A. and S. R. R. Two other railroads—the C. V. Ry. and the R. and C. R. R. are now building into the city; and an inter-urban trolley line is in course of construction, connecting it closely with three other cities. The completion of these lines will give us railroad and rapid transit facilities superior to any city of like population in the South, and the equal of any similar city in the United States. Twenty-two passenger trains and dozens of freight trains leave High Point every day.

The industrial enterprises of High Point and the surrounding territory form the basic rock of our growth and prosperity.

Within a radius of about sixty miles there are over six hundred thousand people; about ninety cotton mills, with over ten million dollars capital, over twenty-eight thousand looms, and nearly one

## **Globe Parlor Furniture Company**

**Manufacturers of Parlor Suits, Davenport, Sofa Bed, Adjustable Divans, Couches, Etc.**





hundred thousand spindles ; sixty-four chair and furniture factories ; a dozen hosiery mills ; and a large number of lumber manufacturing plants, tobacco factories, foundries, elevator construction works, car builders, wagon and carriage factories, carpet factories, silk mills, blast furnaces, terra-cotta plants, and other industries.

High Point, itself, has over eighty manufacturing plants of varied kinds, doing an annual business of over four million dollars. The products of these concerns find a ready market all over this country and in foreign lands.

And this, then, is "The wonderful story of High Point!" Starting in 1887 with one small furniture factory and 1200 population, she has, in twenty years, established over eighty factories

**People's House Furnishing Company**

*Jobbers and Dealers in Furniture*



and seven large jobbing houses, and increased her population one thousand per cent. A wonderful story? Yes, it is a tremendous thing to have wrought this in less than a generation—and to have wrought it alone! For, be it known, High Point owns herself. Her fac-



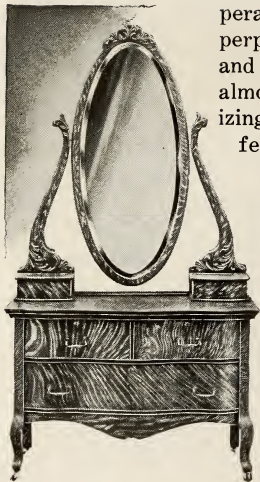
tories and mills, her stores and homes are her own, built by her own citizens, in their own enterprise, with their own money. Her combined industries, which bring in an annual revenue of more than six million dollars, are operated almost entirely by home men.

High Point is active in all the departments of its life; there is peace and progress here because—broadly speaking—there is goodwill and hearty co-operation between the elements of labor and capital. Neither is pugnacious or domineering; neither controls nor attempts to control the other. Quite a large proportion of the employees are financially interested in the factories where they work.

Another notable feature of High Point life is the high moral character of its citizens. Cultured and refined, kind and hospitable, its people compose a model community. It is strictly a tem-

## Myrtle Desk Company

Manufacturers of Office Desks



perance town. The city charter contains a perpetual injunction against the open saloon, and the sobriety and morality of all classes is almost proverbial. There are no demoralizing influences to mislead our young people—few temptations to indulge in idleness, vice, or extravagance. Here capital can find safe and profitable investment, and men and women homes under fair laws, with fruitful soil, kindly and healthful climate, and every blessing that cheers the heart of man.

The city government is efficiently and economically managed. The Mayor and Aldermen serve without pay. No citizen, however wealthy or busy, shirks the duty of serving the city when called to the task. We have a large and efficient police force of three men (that is, it is large for our needs). Water and sewerage systems and electric light plant are owned and operated profitably and successfully by the municipality.

The surveyors of the old North Carolina Railway, which was opened in 1856, are responsible for the plain matter-of-fact name of our town. It was the highest point in their survey, and *High Point* it has been ever since. This has proven to be no misnomer, literally or otherwise. Every true citizen strives to live up to the name, and directs his best efforts, whether as private citizen or municipal officer, toward the upbuilding and development of the commercial, industrial, and home life of the city.

The loyal High Pointer is fully convinced that there is no place on earth quite the equal of his city in which to live and labor.

## **Tate Furniture Company**

**Manufacturers of Suits, Dressers, Chiffoniers, Safes, Tables,  
Iron Beds and Springs**

## Some of the Things High Point Has

High Point has over fifty furniture factories, over eighty varied manufacturing enterprises, and 121 corporations.

It has seven large jobbing houses, doing a business of a million dollars per annum.

It has three modern, up-to-date hotels, one of which has 160 rooms.

It has two National Banks and three Savings and Trust Companies.

It has one daily and one weekly newspaper.

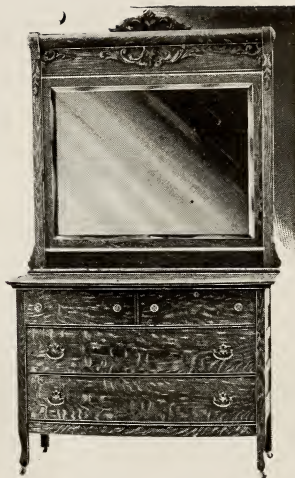
It has a splendid water and sewerage system and electric light plant—all owned by the city.

It has fourteen churches, and three public school buildings.

It has twenty-one miles of fine macadam roads, and ten miles of granolithic pavements.

It has a 600-foot-long freight depot of the most modern and convenient construction.

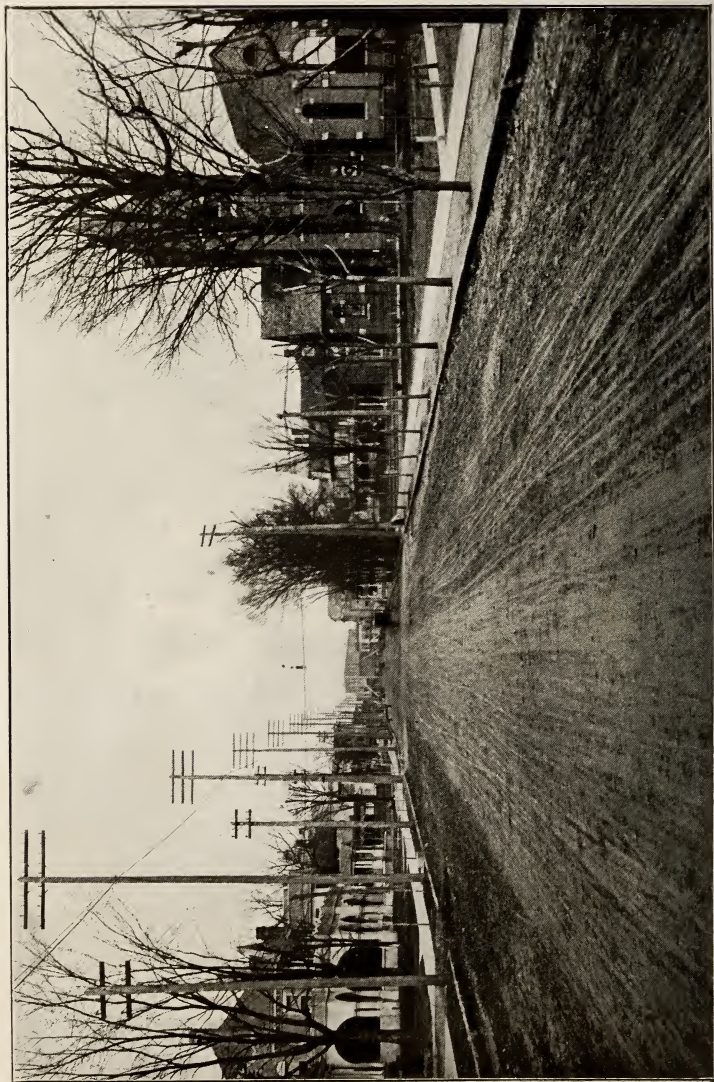
Aside from the furniture industry, it has about thirty manufacturing plants, among which may be mentioned : the only factory in the South building trolley cars, machine works, steam engine building (up to one hundred horsepower), pipe and foundry company, glass works, silk mill, piano and organ factory, buggy factory, tobacco factory, hardwood mantel company, pants and overalls and clothing factories, milling companies, lumber companies, coffin and casket company, etc.



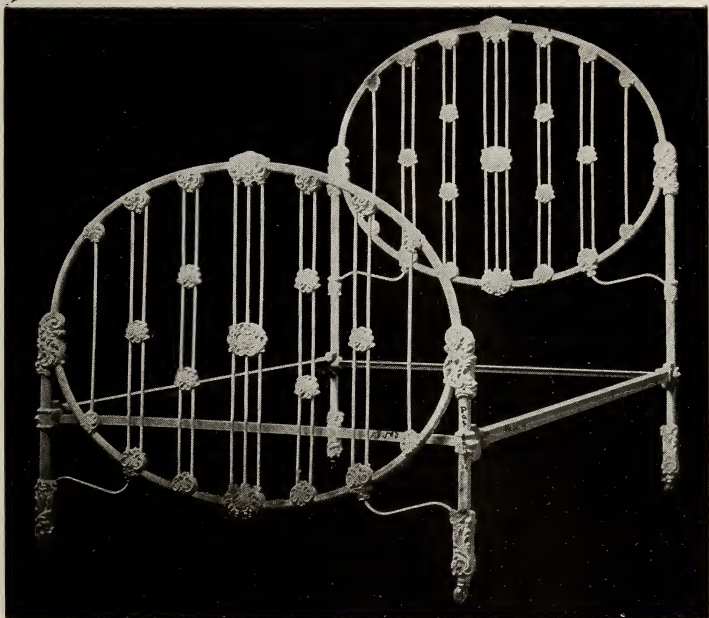
## Union Furniture Company

Furniture Manufacturers





SCENE ON SOUTH MAIN STREET, HIGH POINT, N. C.



## *The Growth of The Furniture Industry*



UMBER and timber products constitute the third manufacturing industry, in point of value, in the United States.

The textile industries, combined, come first; the annual value of their products being \$966,924,835. Next is iron and steel, with an annual output valued at \$835,759,034. Then

**High Point Metallic Bed Company**

*Iron Beds and Cribs*





comes the wood-working industries, the value of whose product is \$566,832,984 annually. The cost of materials used annually in the various wood-working plants of the country is \$317,923,548; the amount paid out for salaries and wages is \$115,901,199; the capital invested is \$611,611,524; and the number of establishments 33,035.

These figures are from the census of 1900; the next census will show a remarkable advance over these figures, especially in the Southern States, where 1,179 wood-working plants were started in operation last year.

Following the natural tendency of trade and commerce, which seems to draw manufactories close to the sources of supply and the best markets, the furniture industry has grouped itself largely about a few centers.

The presence of a large quantity of beautiful hardwoods, and the comparative nearness of the great markets, has produced one of the centers of this industry in the middle South—in the heart of the famous Piedmont Section.

As early as 1840, it is on record that a chair and furniture factory was established in Guilford County. The chairs were all wood—of the kind known as Windsor. Fine veneered bedsteads, bureaus, etc., were made. The bedsteads are described as being about seven feet high, with room for a trundle bed underneath, and having curtains above all round the occupants.

## High Point Furniture Company

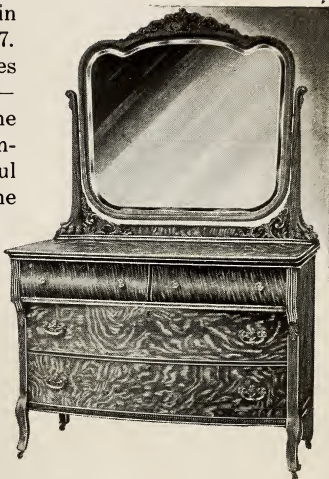
Manufacturers of Cheap and Medium-Priced Goods

The first furniture factory in High Point was started in 1887. Today we have over fifty factories producing varied lines of furniture—including almost everything for the adornment of the home and the comfort of its occupants. A wonderful story of business achievement in the short space of twenty years!

“Esse quam videri”—the motto of the “Old North State”—may be fittingly applied to the output of High Point’s furniture factories. Her workmen are actuated by that principle; her goods are made that way—“to be, and not to seem”. Quality is the first consideration in our factories, and quality has built up a reputation for our goods, and established a market for them in every section of the United States and in foreign countries.

The products of our factories include everything in medium-priced and many high-priced goods.

When the first furniture factory was started here, in 1887, the owners thought that their output would supply every demand for furniture in their territory. They must have made good furniture (they are still making it), because they were unable to supply their market. Then they split up, incorporated new firms, built other factories, and made more furniture. Their territory enlarged, and the process was repeated, until today High Point is the leading market of the world for medium-priced furniture, and her products are shipped to all sections of the United States, to South America



## Columbia Furniture Company

*Manufacturers of Chamber Suits, Chiffoniers, and Sideboards*



and South Africa, to Mexico, Cuba, and other countries. In short, the world is our market ; and High Point is destined to be, in the near future, *the* furniture mart of the world.

It is decidedly interesting, as well as instructive, to visit the two large show-rooms of the Furniture Manufacturers' Exposition—in which are displayed the many lines of goods made by High Point factories.

In these two buildings, conveniently arranged for inspection and purchase, are thousands of samples of furniture, of all grades and kinds, among them being reed rockers, hall racks, pier mirrors, parlor suits, mirrors, easels, pictures, center tables, parlor and chapel organs, pedestals,

lounges, chairs and rockers of all kinds, desks of all kinds, dining-tables, sideboards, buffets, china closets, kitchen cabinets, kitchen safes and cupboards, refrigerators, kitchen tables, bedroom suits, odd beds, dressers, washstands, chiffoniers, dressing tables, wardrobes, metallic beds and cribs, desks and seats, mouldings, etc.

There are several unique pieces of furniture, one of the most notable of which is known as a chifforobe—or a combination chiffonier and wardrobe. This is one of the most convenient and serviceable articles made. Medicine and shaving cabinets, lockers, hat and glove boxes, writing desk, etc., are provided, together with a roomy and easily-accessible wardrobe.

It were invidious, however, to speak of but one article, where so many of merit appear. A visit to High Point, and an inspection

## Globe-Home Furniture Company

Chiffoniers, Odd Dressers, Sideboards, and Chamber Suits

of the lines exhibited in these show-rooms will convince one more readily than anything we could write that the products of our factories are worthy of the high place and fame in the world's markets which they have attained.

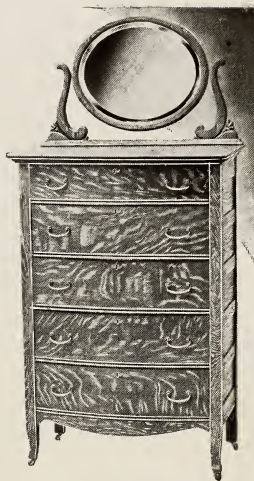
The illustrations appearing on these pages are from actual photographs of the goods—*made in High Point*. The name of the firm making the article will be found at the foot of the page.

### High Point's Specialty

High Point factories make a specialty of mixed carloads. All our factories will load in mixed carload lots, and carload rates may thus be secured by the small dealer as readily as by the larger buyer.

Progressive, broad- and liberal-minded men only could operate this system of selling, which is so advantageous to purchasers; and this fact guarantees to every buyer a "square deal" in the High Point furniture market.

A buyer can come to High Point, and frequently return home on the next train, having, in the meantime, purchased a large and varied stock of furniture without loss of time or wearisome trips to various factories. The buyer can go direct to the Furniture Manufacturers' Exposition, where he will find a well-posted, courteous agent in charge at all times. Without leaving the show-rooms, he can inspect all the various lines, and leave his order for a dozen pieces, a mixed carload lot, or a hundred straight carloads of furniture.



**Eagle Furniture Company**

**Furniture Manufacturers**





INTERSECTION OF GREEN AND HAMILTON STREETS, HIGH POINT, N. C.



We have made the buying of furniture, in this market, pleasant and safe, quick and profitable, for the advantage and benefit of both parties to the transaction.

## “There’s a Reason”

**P**ERHAPS you are wondering why we are relating this “wonderful story” to you. Of course, “there’s a reason”—as a matter of fact, there are several of them.

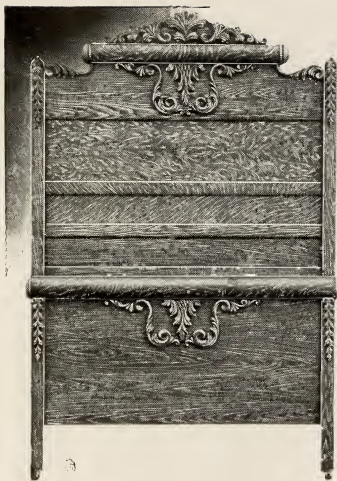
In the first place, we are proud of it—proud of our city, proud of our industries, proud of our homes, and proud of our wonderful growth in the last twenty years. We want the world to know about it. We feel that the merits of our city and the merits of the goods we manufacture warrant us in trying to direct your attention hitherward.

Then, again, we have not yet reached our full growth. We want more business; we want more good business men, more good workers, more good citizens. We want to make (we believe it will not be too strong to say we are going to make) High Point the greatest manufacturing city of the New and Greater South. Especially have we aspired to leadership in the world’s furniture market. We are anxious to “lengthen our ropes and strengthen our stakes”. Hence this little preachment.



*The Continental Furniture Company*

*Manufacturers of Fine-Grade Chamber Furniture, Etc.*



It would have been a gross impertinence for us to claim your time and attention while we related our story if we did not know that it was worth telling, and likely to prove of interest and value to you as well as ourselves.

Whether you are a business man or laboring man ; whether looking for a home, for health, or for investment, you can not well afford to overlook this pleasant, progressive Southern city.

Write to the Secretary of our Manufacturers' Club for any further information on any subject connected with High

Point, or your own personal interests therein. You will receive a prompt and courteous reply, embodying the information desired. Or, better, come and visit us, and investigate our claims for yourself. In either event, we feel satisfied that you will be greatly pleased with the results of this effort, on our part, to establish an acquaintance with you.

And if you shall decide to cast your lot with us, to become one of us, you will receive the glad, right hand of fellowship ; you will be welcomed among us as a fellow-worker for one and the same object—the building up of our personal fortunes and of a greater business mart in our thriving municipality.

The growth and development of High Point is not a “wonderful story” of the past only ; it is but the foundation of a

## Standard Furniture Company

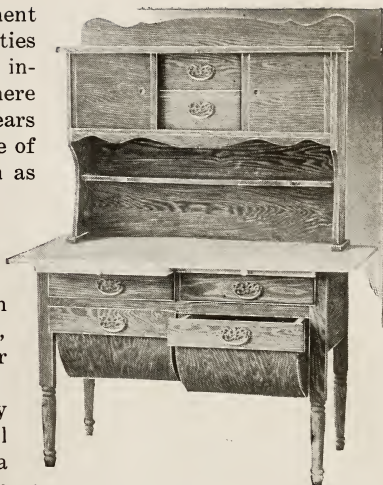
Suits, Dressers, Etc.

greater growth and development in the future. The opportunities and prospects, for worker or investor, are more promising here now than they were twenty years ago. The energy and initiative of our business men are as keen as ever for new enterprises.

High Point is not in any sense what is known as a "boom" town. Her manufactures are staple, her growth has been constant and steady, her progress is certain and her future roseate.

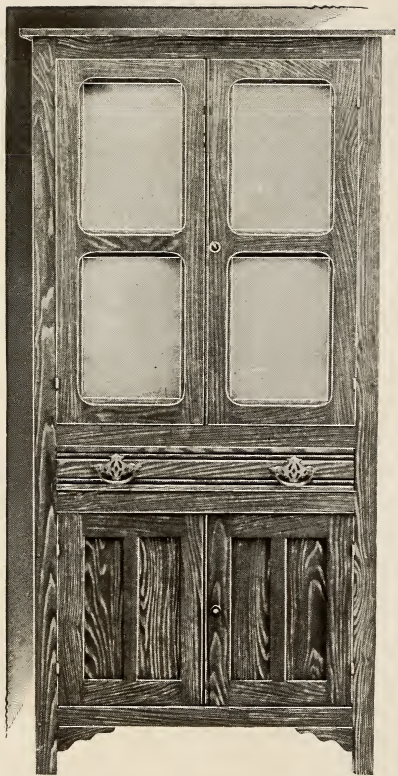
If you have read our story carefully, you can not well avoid this conclusion: That a city which in twenty years can establish and operate successfully more than eighty manufacturing plants, making furniture and many other products, from bobbins and shuttles to steam engines and trolley cars; and increase her population one thousand per cent. in the same time—is very likely to be a good location for many other plants, and to have a greater development before her.

If you are a merchant, and consider the facts here set down, viz.: over fifty furniture factories; one factory producing more than three hundred patterns of chairs, of every kind and for every purpose; other firms equally strong in the different lines; high quality and fair prices; mixed carload shipments—we say that, considering these facts, you can hardly fail to be convinced that here is a good place to come when in the market for goods in any of our lines.



Kitchen Cabinet *and* Table Company

Kitchen Cabinets *and* Tables



Keep your eye on High Point! We venture the prediction that her growth in the next decade will surprise the most optimistic believer in the city's possibilities.

We do not intend to "go on forever" with our telling of this story of industrial achievement and its accompanying chapters of city and home life, nor follow out the threads of individual effort, all of which are woven together in symmetrical pattern in the warp and woof of High Point life.

We are building, for the welfare and advantage of posterity, on wide and deep foundations, a city and a business mart—a monument of honorable, diligent, earnest human industry; our mills are weaving robes of wealth for ourselves and our future citizens; and our factories are making chaplets of honor and wreaths

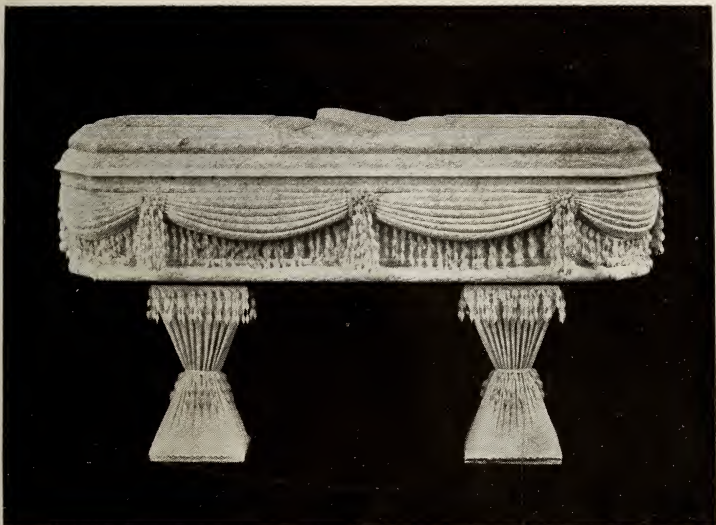
of fame for our civic and industrial leaders—existent and yet to be.

Don't you want to join forces with us in our laudable endeavor?

**Alma Furniture Company**

*Manufacturers of Safes and Tables*





We extend a warm welcome to business men and prospective citizens from every section, who casting in their lots with us will give added strength to the commercial and moral life of our city.

Our prosperity rests on a firmer foundation than individual opinion. It is grounded on the rock of honest dealing and fair treatment; it is established on the fact of the great natural resources all about us—of our wonderful growth in the past; it is supported by our faith in the promise that “while the earth remaineth, seedtime and harvest and cold and heat and summer and winter and day and night shall not cease”.

**Rankin Coffin *and* Casket Company**  
Manufacturers of Coffins *and* Caskets, *and* Dealers in Funeral  
Supplies



If you desire additional information  
about High Point, in any line, write to

A. E. TATE

Secretary of *The* Manufacturers' Club

High Point, N. C.

You will receive a courteous, prompt reply, and

"*The* Pleasure Will Be Ours"



