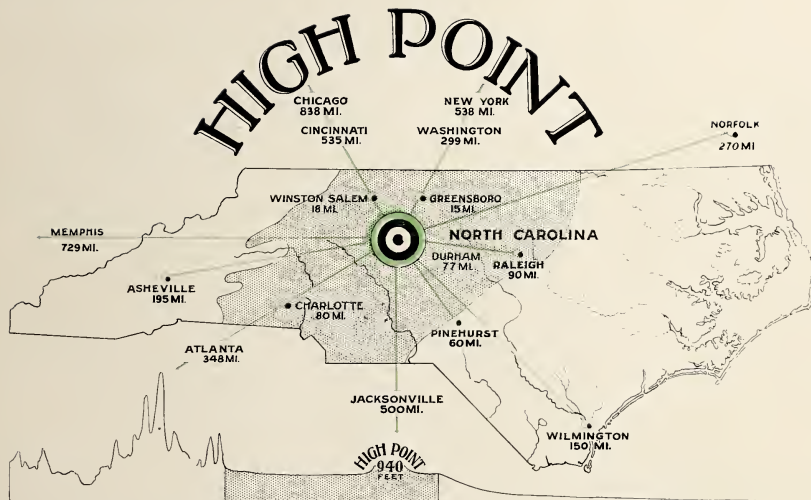




*Information
about*
HIGH POINT
North Carolina





The shaded portion of the map shows Piedmont Section, the heart of the Carolinas. It contains 80 per cent of the industrial wealth and over 50 per cent of the agricultural resources. Cotton, tobacco, as well as widely diversified farm products are successfully grown in abundance. Textile, tobacco and furniture constitute the leading industries with an equal diversification among other lines of manufacture. High Point is in the center of the Piedmont Section of the State.

PUBLISHED BY
CHAMBER OF COMMERCE
 HIGH POINT, N. C.

Inquiries On Any Subject Pertaining to Piedmont Carolina Are Invited

Historical Notes of High Point



FEW years ago High Point staged an elaborate Pageant of Progress, which was photographed and written about in moving picture weeklies and newspapers throughout the United States. A strange feature about this pageant was that many costumes and carriages, coaches and other ancient equipages used were found in the community; in fact there were actors that took part who could remember nearly every epoch from slave days until the present time. Rapid progress—

progress that you can see and almost feel is the progress of High Point and the richly developing Piedmont district which surrounds it. Nowhere in the entire Southland is a pageant of industrial and modern community development being acted more sanely nor more soundly progressive today.

Take for an example the city of fifty years ago. A typical after-war community of some few hundred people, far removed from the world, growing their tobacco and cotton by primitive methods and gathering around the cross-roads store in High Point to see the local come in and the

stage pass over the old plank road to the North and South. High Point was so named because it was the highest point on the original North Carolina Railroad, which ran from Goldsboro to Char-



lotte. Today this road is a section of the double track main line of the great Southern System—Washington to New Orleans.

Twenty-five years later at the dawn of the Twentieth Century we find a lively little industrial community has sprung up, principally active in furniture and woodworking lines. Drawing on natural hardwood resources these enterprises were manufacturing and shipping to a wide territory. Money began coming back to town and the vision of the people was broadening.

Ten years later, in 1910, we find the movement of the textile industry southward has found High Point an ideal location and an industry paralleling the rapid growth of furniture manufacturing has taken firm root.

Today we have a modern city of over thirty thousand people; some 125 manufacturing plants representing widely diversified manufacturing products, hosiery, textiles and furniture predominating. Many are the personal cases of men in High Point about whom the romance of American Business could be written. Vision and sound belief in the future of the community has played a great part in its development and it is this sustained vision and progressive spirit which gives greater life to the facts and figures presented here.



Location

High Point is located approximately half way between Washington and Atlanta on the main line of the Southern Railway. High Point is in the center of the Piedmont industrial section of the state and forms one point of Greensboro, Winston-Salem and High Point triangle. These cities represent one-fourth of the manufacturing industry in the state, and serve a hundred-mile trading radius of the richest agricultural section of the state, over which are laid a net work of hard-surfaced roads and wherein over a million people live.

Its relative location is shown by map on the first page.

Growth of Population

1900	-	4,163
1910	-	9,525
1920	-	14,302
1923	-	22,279
1925	-	25,261
1926	over	30,000

Natural Advantages

High Point has an altitude of 940 feet above sea level. A more healthy even temperate climate can scarcely be found in the United States. Nearly every farm product grown in the country

thrives in North Carolina. Rainfall is ample throughout the year and extremes of either hot or cold weather are practically unknown. High Point is sixty miles from the Blue Ridge and two hundred and fifty miles from the Atlantic Coast. Short freight hauls to coastal ports give High Point excellent freight rates and two competing railroads vie in service. New York can be reached over night by rail and mail. High Point is within short drives over hard-surfaced roads of every large city in the state, and is a part of Guilford County, the largest and richest county in North Carolina. High Point will continue to grow and prosper because it has every natural advantage that could be desired.

Industrial Development

An Industrial City, first and last, High Point presents one of the most interesting developments in the South. Up until a few years ago little outside capital had come into the town. Until 1910 High Point industry was owned, manned and operated by natives of the surrounding country. And it was well on its way to a financially strong and successful community. However at this time with the advent of new industries, principally in the textile field, the city began to grow and blossom forth rapidly into an industrial center. Wood working and furniture, the early enterprises of High Point, have been equalled in the last few years by textile mills, and along with these have come ironworks, street car factory, machine shops, flour mills, brick manufacturers, glass factories, silk mills and many others. 125 manufacturing plants with an output of \$50,000,000.00 annually, employing 14,000 workers with an annual payroll of \$18,000,000.00 is High Point's proud achievement today. In spite of this humming industry High Point remains a clean and beautiful city, an unusually attractive place in which to live.



Commercial National Bank

Banking Facilities

*Combined Statement Commercial National Bank, Wachovia
Bank & Trust Co., and Atlantic Bank & Trust Co.,
As of June 30, 1926*

RESOURCES

Loans and Discounts	\$47,224,600.29
Stocks and Bonds	7,541,807.09
Real Estate, Furniture & Fixtures	3,246,433.33
Cash and Due from Banks	14,149,059.37
Other Resources	317,328.37
Total Resources	\$72,479,228.45

LIABILITIES

Capital Stock	\$ 3,925,000.00
Surplus, Profits and Reserves	3,867,917.36
Bills Payable and Rediscounts	6,163,336.59
DEPOSITS	57,487,194.50
Other Liabilities	1,035,780.00
Total Liabilities	\$72,479,228.45



Wachovia Bank & Trust Company



Atlantic Bank and Trust Company

High Point's three commercial Banks rank among the strongest in the South. Ample banking facilities are here for every legitimate enterprise. The officers and directing heads of these banks are thoroughly sold on the present and future of High Point and are doing everything within their power to assist in furthering the growth of this city and this section.

Industrial and Savings Banks

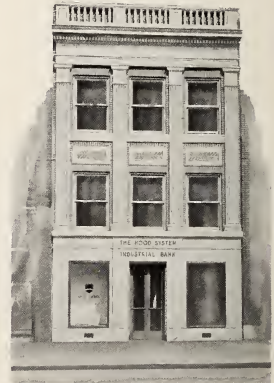
Naturally in an industrial town such as High Point ample facilities are available for financing the wage earner.

High Point has three such institutions. The High Point Savings and Trust Co., The Hood System Industrial Bank and the Morris Plan Bank. Each of these companies possess an insight into the needs of the worker and have rendered great assistance in the up-building of the city.



*The High Point Morris Plan Bank
The High Point Savings & Trust Co.*

On June 30, 1926, the total resources of the High Point Savings & Trust Co. were \$732,978.95, the High Point Morris Plan Bank over \$400,000.00 and the Hood System, the newest addition to High Point's Industrial Banks, \$200,548.50.



The Hood System Industrial Bank

Labor

The high production levels maintained in High Point throughout the year are due in no small measure to the excellent type of native white labor.

Widely varied industry has attracted thousands of families to High Point with an opportunity for training and good pay for every member.

High Point enjoys a freedom from restlessness in labor attributed to this well balanced condition so necessary to the healthy growth of population and industry.

79.3% of High Point's population is white with 20.1% negro and only .6% foreign born.

Power

High Point draws on the largest hydro-electric power source in the world, the Southern Power Company. This company delivered to its customers in 1925 approximately 1,250,000,000 kilowatt hours of electrical energy with an investment of nearly \$100,000,000.00 in power plants.

This combined with other independent sources and steam plants contribute an abundant supply of power at low rates for all industry.

Transportation

On the doubletracked main line of Southern Railway High Point is the northern terminus of the High Point, Randleman, Asheboro and Southern, which connects with the Norfolk & Southern and

Seaboard Air Line systems. High Point is also served by the High Point, Thomasville & Denton R. R., connecting with the Norfolk & Western Railway, and the Atlantic Coast Line R. R. Through rates and service exist with both of these lines.

The highway system which serves High Point is unexcelled—connecting all nearby cities with concrete and asphalt roads, on both National and State Highway Systems.

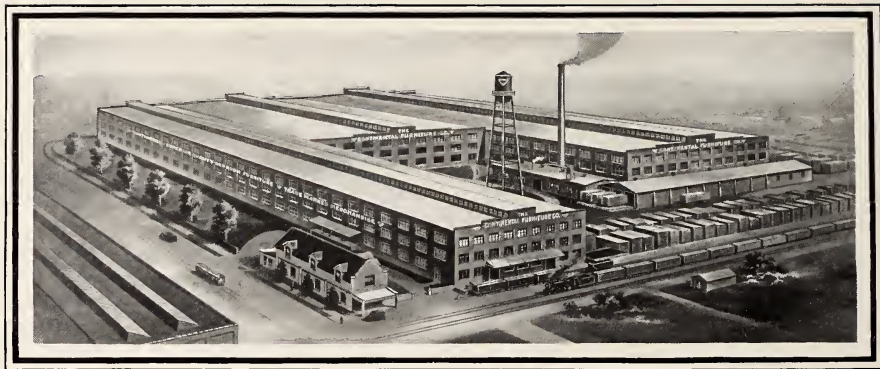
Manufacture

High Point factories turn out the following varied merchandise:

Odd Buffets, Piano Benches, Console, Bedside and End Tables, Phonographs, Windsor Chairs, Bedroom Furniture, Dining Room Tables, Davenport Beds, Davenettes, Porch Rockers, Pillows, Kitchen Safes, Office Desks, Flat Top Desks, Radio Cabinets, Oak and Gum Chairs and Rockers, Office Chairs and Stools, Chiffonettes, Dressing Tables, Cooking and Heating Stoves, China Closets, Costumers, Davenport, Hickory Settees, Chairs, Fern Stands, Porch and Lawn Furniture, Gate Leg Tables, Parlor Suites, Library Tables, Upholstered Living Room Suites, Chiffoniers, Mattresses, Dining Room Furniture, Kitchen Cabinets, Office Tables, Filing Cabinets, Queen Anne Dinners and Rockers, Breakfast Room Suites, Chiffonettes, Organs.

Cotton, Fibre Silk, Heathers, Overalls, Men's and Boy's Underwear, Silk Cloth, Mercerized, Wool, Hosiery and Underwear Yarns, Work Pants and Shirts, Print Cloth.

Stoves, Street Cars, Loom Reed Harness, Flasher Combs, Art Glass, Iron Castings, Brick, Flour, Cigars, Structural Steel, Refrigerators, Fibre Furniture and Upholsterers Frames.



Representative High Point Furniture Factory

Opportunity For Woodworking Manufacturers

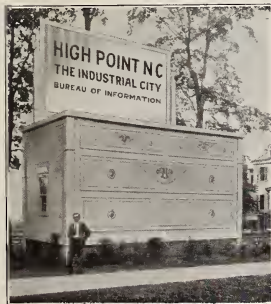
Furniture manufacturing began in High Point in 1888 when the present city was little more than a cross roads village. It started as a natural industry to take advantage of the great hardwood resources of the state. For years little that went into the manufacture of the finished product had to be imported. However, as time passed this industry, growing rapidly, had begun to reach out for materials into other fields and as rapidly also, the sale of Southern-made Fur-

niture was spreading into far-away territories and High Point was becoming known as a furniture center throughout the United States

It was but a logical step at this stage to the erection of the Southern Furniture Exposition Building and the establishment of a permanent Furniture Market where dealers from all over the country could come and view Southern lines as well as others, during semi-annual markets. The million dollar Exposition Building was the

largest and finest of its kind when finished five years ago and this season over 3,000 buyers registered from nearly every state in the Union.

Today High Point leads the South in Furniture manufacturing with an annual output valued at \$28,000,000.00. There are fifty furniture and woodworking factories employing seven thousand workers with a weekly payroll of \$100,000.00. Every kind of wooden household furniture is made in High Point.



*World's Largest
Bureau
Home of High Point
Chamber of Commerce*



SOUTHERN FURNITURE EXPOSITION BUILDING

This magnificent furniture market building houses 175 exhibits representing every type of home furnishing.

Over 208,000 square feet of floor space. Buyers from all over the country attend the two shows held in January and July of each year. In addition hundreds come here between shows as the building is open every business day of the year.



One of High Point's Furniture Factories

Other Opportunities

The field is excellent for plants manufacturing: Refrigerators, Baby Carriages, Toys, Carts, etc., School Furniture, Pianos, Go-Carts, Sleds, Office Furniture, Window and Door Screens.

In fact, with the experienced native workers, the Southern Furniture Exposition Building, (for exhibition and marketing) and pool car loading, the possibilities for development in furniture and woodworking are unlimited.

The Textile Industry

Over 100,000,000 pairs of hosiery are manufactured each year in High Point.

High Point claimed its first hosiery mill slightly more than twenty years ago and the growth of this industry during these years has been met with a corresponding enthusiasm by the community, which is proud of this achievement in the textile field.

In addition to Hosiery, there are other mills producing both yarn and cloth and High Point also mothers two large silk mills.

The manufactured output of the textile industry alone is valued at \$20,000,000.00 annually. Its 5,000 operators have a weekly payroll of \$85,000.00.



Two of High Point's Textile Plants





Two of High Point's Silk Mills



Southern textile mills are growing by such leaps and bounds that figures taken today are obsolete tomorrow. In High Point, cotton mills, hosiery mills, rayon plants, and affiliated industries are finding a wonderful field for growth. The nearness to raw materials, the super-abundance of power and the skilled labor available all have united to form ideal conditions. High Point, by its co-operation with the industries that are now here, has proved the sincerity of its invitation to others to locate here, assuring them of conditions that can do nothing but stimulate growth and prosperity.

To any manufacturer seeking a location we say investigate High Point. Ask the officials of the mills now here. We believe that their opinions will be unbiased, and we think they will be favorable.

Opportunities For Textile Manufacturers

High Point is well supplied with experienced native textile workers. These, with High Point's standing as a textile center, will aid in the successful manufacture of:

Men's Undershirts (all kinds), Drawers, Pajamas, Silk Hosiery, Sweaters, Silks, Union Suits, Night Shirts, Jerseys. In fact all kinds of textile products for men, women and children.

High Point is ideally located for varied manufacturing, as we have nearby supplies of lumber and cotton, cheaper coal and hydro-electric power, efficient American labor, lower living costs and better living conditions, competitive railway service, cheaper real estate for mill sites, ample banking resources.



This shows one manufacturing section of the city with just a few of the many woodworking plants. At the present time High Point needs a loft building to warehouse many lines that need branch offices and a local shipping point from which to give prompt service.



View From Top of Furniture Exposition Building, Showing Down-Town Section

City Government

The city government of High Point is based on the managerial plan with mayor and council elected by vote for a period of two years and they have the appointment of the city manager.

Police and Fire Departments

High Point's police and fire departments rank among the most efficient in the state in both men and equipment. Thirty patrolmen with adequate detective and mounted officers form ample protection.

A salaried fire department well motorized and four well located stations give High Point fire protection equal to the finest.

Assessed Valuation

The assessed valuation of property in High Point has shown a tremendous growth as indicated by the table below:

1911	\$ 2,911,034.00
1915	4,788,676.00
1920	19,578,327.00
1925	32,315,866.00
1927 (Estimated)	45,000,000.00

Street Improvements

Perhaps no city of like size can boast of street paving of such quality and extent as High Point.

Within the city limits there are more than 75 miles of paved streets. Asphalt and concrete, laid for permanency is the predominate street material in High Point and all are well lighted, the central districts being illumined with the newest white way system. The wide street is the prevailing type in High Point.

Modern sewage system exists throughout the city.



High Point City Hall, Housing Municipal Offices



Sheraton Hotel

Hotels and Apartments

High Point has three hotels, all of which are filled to capacity practically all of the time. The Sheraton was built but a few years ago and is as modern in equipment and service as the best hostelries in the land. The Elwood is High Point's typical Southern Hotel run on the American Plan and favorably known throughout the entire South by folks who have visited High Point.

The Arthur Hotel is a small, conveniently located house with a welcome and homelike atmosphere that has a big following with travelers regularly visiting the city.

There are several centrally located rooming houses and apartments offering a visitor most any kind of accommodation desired.

The Y. W. C. A. affords accommodations to young business women.

Theatres and Amusements

The American Theatre would be a credit to any city in the South. It was built two years ago and has been a most successful means of High Point securing the best entertainment available on the Southern circuit. High Point's moving picture palace is the Broadhurst, a new modern and ample theatre designed in the latest approved style for motion picture houses. Only the best and first run pictures are shown here. Two other picture shows and a vaudeville house do a steady business the year 'round.

Train Service

High Point is a standard stop for all through and local trains of the three lines which serve it, making for utmost convenience in travel in all directions. New York can be reached in 14 hours, Atlanta, in 8 hours with other points receiving equal service.

Bus Service

Regular schedules of great frequency are maintained to and from all points in the State by competitive bus lines under State regulation. This rapid service on an hourly basis in nearly every case is over hard-surfaced roads in all directions.

Office Buildings

Modern buildings of fire-proof construction offer accommodations of the first order to business and the professions at low rentals. The new Commercial Bank Building is an eight-story structure of the most modern office building type.

The Wachovia Bank Building is another six-story structure affording many modern offices.



High Point College

High Point College is the property of the Methodist Protestant Church and is being run as a Christian College rather than as a sectarian school.

The newly erected buildings and campus are conveniently located within the city limits in one of the most beautiful residential districts.

High Point College offers varied courses leading to A. B. and B. M. degrees.



The Elwood Hotel



Kindergarten

Schools

High Point has provided well for the education of its children with ten big centralized buildings offering every advantage through high school.

With its new half million dollar high school building, the city system ranks with the best in the South.

There are ten white public schools and two negro. There are also three business colleges in the city.



New \$500,000.00 High School Building

Inventory of North Carolina

Has the largest denim mills in the world.

Has the largest hosiery mill in the United States.

Has the largest towel mill in the world.

Has the largest aluminum plant in the world.

Has the largest damask mills in the United States.

Has the largest heavyweight underwear mill in America.

Has the largest pulp mill in the United States.

Has more mills that dye and finish their own products than any other state in the South.

Leads the world in the manufacture of tobacco.

Leads every other Southern State in the number of wage and salary earners.

Leads the Southern states in value added to raw materials after process of manufacture.

Tobacco factories use one-fourth of the entire tobacco crop of the United States.

Pays more tobacco stamp tax than any other State in the Union, nearly three times as much as the State of New York.

Makes more cigarettes than all other states in the Union.

Is second in the manufacture of cotton goods, and has more mills than any State in the Union.

Leads the South in the manufacture of furniture.

Ranks fourth in the value of agricultural products.

North Carolina has 31,139,600 acres of land; 18,597,795 acres in farms; 10,000,000 acres in forest lands; 7,714,000 acres in improved land; 2,812,000 inhabitants; \$2,803,000,-000 assessed valuation, 1925; \$4,543,110,000 true value, in 1925; 5,350 miles of railroads; 4,000 miles concrete and asphalt highways; 15,288 miles of surfaced roads; \$700,705,835 invested in public school property; \$100,000,000 worth of highways without property tax.

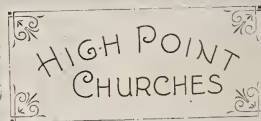
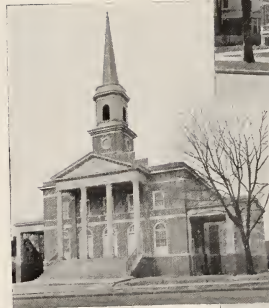
North Carolina spends \$32,000,000 annually for public schools; \$15,000,000 annually for State highway maintenance; \$190,000,000 for Federal taxes, 1925.

North Carolina's annual production: 1,500,000,000 k. w. h. electric power; \$508,661,000 from her farms; \$951,911,000 from her factories; \$168,000,000 from her timber products; \$10,163,435 from her minerals; \$2,500,000 from her fisheries.

North Carolina's banking resources: \$519,255,811, December 31, 1925.

Churches

High Point has 36 churches—Baptist, Primitive Baptist, Methodist Episcopal, Christian, Episcopal, Catholic, Friends, Holiness, Hebrew, Methodist Protestant, Presbyterian, Reformed, Christian Science, Disciples of Christ, Lutheran, Wesleyan, Adventist, and Salvation Army.





High Point Country Club

Outdoor Sports

The High Point Country Club offers golf, tennis, swimming and all of the social delights of a most excellently appointed and managed Country Club. The golf course is four years old, nine holes with an additional nine under construction. It has a reputation for being one of the sportiest courses in the Carolinas. The Sedgefield Country club is but seven miles away. Pinchurst is sixty miles by motor. Horses can be rented to lovers of riding over bridle paths

and freedom of the open countryside. The best quail shooting in America can be found surrounding High Point. Regular field trials for bird dogs are held by the High Point Field & Kennel Club and these events attract sportsmen from all parts of the United States.

High Point has an excellent Y. M. C. A. with modern equipment, pool and accessories. There is an active Boy Scout organization in the city.



A Few of High Point's Beautiful Homes and Estates

High Point Is Fortunately Situated

Few cities have been so fortunately situated with regard to their suburban developments as High Point. In the hands of loyal and idealistic realtors, new subdivisions have been moulded to a pattern of natural beauty in harmony with the graceful contours of hill and dale, embracing homes of rare good taste.

Advantaged by sweeping stretches of generously paved streets and walks; green strips of parkway and the latest approved type of lighting.

Home sites and homes in High Point are of commanding attractiveness to which may be attributed the fact that more than 80 per cent of the population is in the home owner class.

Though the rise in residential real estate values has been great in High Point it has hardly kept pace with other development. Prices are reasonable and the purchaser of a home here is assured a profitable investment that will increase in value as the years roll by.

Buying a home in High Point is not speculation. It is one of the soundest investments possible.



REAL
ESTATE
DEVELOPMENT OF
HOME SITES in
HIGH POINT



High Point Hospitals

High Point hospitals take rank with the best in the section. They are manned by skilled surgeons and physicians and High Point is proud to have such ample hospital facilities in its midst.

The Guilford County Tuberculosis Sanatorium, shown lower right, is a model of excellence. It is located close to High Point and is open for the reception of tubercular patients from Guilford County.



*This View, Taken Several Years Ago, Shows a Portion of the Down-Town Section
And a Few Residences*



New Sedgely Hotel and Country Club

Water

High Point has an ample water supply sufficient for a city of three times its size. It is pumped from a mountain stream seven miles distant and filtered in a modern plant. The pressure is strong and uniform in all parts of the city.

Climate

High Point is 940 feet above the sea level, has precipitation of 47.59, and mean temperature of 58 degrees, F.; by seasons: spring 57 degrees, summer 76 degrees, autumn 56 degrees, winter 42 degrees. No malaria.



One of High Point's Dairy Herds

What Outsiders Think Of The South

From An Article by George S. Fowler in October, 1926 "System"

"THE SOUTH PROMISES TO TAKE LEADERSHIP ON MANY COUNTS"

Those who have sped through the country on the way to Florida or the unfortunate travelers on the crack trains who lack observation power beyond that of seeing telegraph poles fly by on their way south can appreciate no whit the glories and richness of this country. Your observant one, however, will see in the well-painted homes, the light, airy factories, the well-kept roads, and the very evident attention to schools, a new South, indeed, which requires serious attention by the snugg, complacent ones of the outlying provinces. For if the next decade marks no more strides than the last two, the South promises to take leadership on many counts.

No story can begin to cover in one chapter the part that the South is playing industrially today. Thousands of people still think of the South as a cotton-growing country. It is, and cotton will always be king, no doubt, but the strides ahead in education and road building, which go together, in agriculture, and in every phase almost that is contributing to greater economies, stagger even the imagination of a visionary. Fortunately, the men are not visionaries. It is great vision—which means less super-vision—that is today making the South the stronghold for the future.

We reached High Point, North Carolina, the center of a great deal of furniture making. Here is a town of 27,000 population, where there is a building of 12 stories devoted entirely to the sample-rooms of makers of furniture. Fifteen thousand cars of furniture were taken from High Point last year by the Southern Railway. Grand Rapids has had the advertising as a furniture center, but High Point is threatening supremacy in this field.

The East, West and North must meet the new South—must recognize its reach for leadership. Until the potentialities of the South are recognized, the rest of the country is at a disadvantage.

The South has this "increasing efficiency," and among other advantages, the notable one pointed out by Professor Cassel—a rich agricultural population on which industry can draw. When it is recognized that this agricultural human wealth is a native-born population, it is even more apparent what the future may hold for the Southern country.

From An Article by R. R. Ellis, Vice President Chamber of Commerce of The United States in October, 1926 "Nation's Business"

The force of the latter is illustrated by the decided drift of cotton manufacturing in the South. Superficially it would appear that this is due to the adjacency of the cotton fields. That factor, however, is a small one. Cotton costs Southern mills practically as much as it costs those in New England. More thorough examination shows that lower labor costs in the South are the most effective factors in the change. This is accounted for chiefly by natural conditions, which make possible a lower wage level through lower living costs, thus evening up the wages of the two sections.

Cotton textiles, vast as they are, constitute only about one-third of the South's manufacturers, which now range almost the entire scale of fabrication.

Southern lumber production leads southern cotton textiles in value. The future of the forest products industries in the South is lighted by the fact that trees grow there two or three times as fast as in the old lumbering areas of the North.

Nature's pull, facilitated by an enterprise not always credited to native Southerners, is drawing another big industry South. This is furniture making, now represented by 484 establishments in that section, with the center of second rank in the country—High Point.

The section has a preponderance of the water power in the eastern half of the United States and its exceptional availability already has led to the development of near one-half the primary yield. Most of this has been pooled, with other power, in a super-system.

Add to the foregoing the fact that some three-fourths of the country's navigable streams flow through or are confined to the South.

"The greatest migration of all time is now turning towards the South," Secretary Herbert Hoover, of the United States Department of Commerce is quoted as saying.

What is now happening in the South is what was predicted virtually from the beginning and it is rooted in more than the surface soil of events. Abram S. Hewitt, following Edward Atkinson and others, said many years ago:

"Every element for success exists in the South—in raw materials, in climate, in all the forces of nature."

And it is a foreordained success which is now being achieved. The South is but coming into its own."



Accessibility By Motor

Twenty-Eight

High Point may be reached from practically every point in the State by motor over concrete and asphalt highways. The few exceptions to these are all-weather roads in each case.

The Piedmont Section is famed for its progressiveness in all things and stands at the forefront with its highway system, second to none in the country.

COMPILED BY
BENNETT-WILLIAMS CO., INC.
COMPLETE ADV. SERVICE
HIGH POINT, N. C.

