



North Carolina Department of Natural and Cultural Resources
State Historic Preservation Office

Ramona M. Bartos, Administrator

Governor Roy Cooper
Secretary Susi H. Hamilton

Office of Archives and History
Deputy Secretary Kevin Cherry

July 22, 2017

MEMORANDUM

To: Shelby Reap, Architectural Historian
NCDOT/PDEA/HES

sreap@ncdot.gov

From: Renee Gledhill-Earley *RGE*
Environmental Review Coordinator

Re: Historic Structures Survey Report for the interchange reconfiguration at Exit 100 on I-40, I-5874,
Burke County, ER 17-1224

Thank you for your letter of June 29, 2017, transmitting the above-referenced report. We have reviewed the report and offer the following comments.

We concur that the **J. M. Orders House (BK0422)** is not eligible for listing in the National Register of Historic Places under any criteria.

Evaluation of the eligibility for **Catawba Industries (BK0423)** under Criterion A is more problematic due to the lack of information about Catawba Industries. The report refers to Catawba Industries as a Burke County corporation, but provides little information about the company other than its merger in 1967 with Tiffany Textiles of Delaware. While the A-frame and Formalist office building were constructed in the mid- to late 1960s, the silo is dated to 1963. Is there a longer use of the property than indicated in the report? Textile manufacturing was very important industry in Burke and the surrounding counties from the late 19th through the 20th centuries. Does the 1967 merger of the Catawba Industries and Tiffany Textiles signal a change in the local textile industry, generally? This happened around the time that the Dunavant Cotton Manufacturing Company in Morganton was expanded by Drexel for use in furniture production.

While the rest of the complex is unremarkable architecturally, there is not a good context for a Criterion C evaluation of the glazed A-frame and Formalist office building within the context of mid-century architecture in Burke County. Given its use in the textile industry, and the very modern architecture (particularly considering most of the other, mostly older, textile plants in Burke County), it seems that these two structures at Catawba Industries actually stand out as unique and may be eligible under Criterion C for Architecture.

The above comments are offered in accordance with Section 106 of the National Historic Preservation Act and the regulations of the Advisory Council on Historic Preservation at 36 CFR 800. Should you have questions concerning them, please contact me at 919-807-6579 or at: renee.gledhill-earley@ncdcr.gov



May 2017

HISTORIC ARCHITECTURE ELIGIBILITY EVALUATION REPORT

TIP# 1-5874 FA INTERCHANGE RECONFIGURATION OF EXIT 100 (JAMESTOWN ROAD) ON I-40 IN BURKE COUNTY

**J.M. Orders House (110 Old Hush Puppy Avenue)
Catawba Industries Inc. Complex (100 Reep Drive)
WBS# 53075.1.1**

Prepared for:

North Carolina Department of Transportation

Prepared by:

JMT
1130 Situs Court
Suite 200
Raleigh, North Carolina 27606

Sara B. McLaughlin
Senior Architectural Historian



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JMT

Date

Mary Pope Furr, Supervisor
North Carolina Department of Transportation

Date

Management Summary

JMT prepared this report in June of 2017 in response to North Carolina Department of Transportation’s proposal to reconfigure the Exit 100 (Jamestown Road) interchange on I-40 in Burke County. The project area is located in the center of the county within Morganton. The Area of Potential Effects (APE) has been defined by the NC DOT as extending “200 feet from the center of the existing road each way from end to end of project” (Figure 1). Two properties, 110 Old Hush Puppy Ave. (PIN 1782364456) (BK 422), and 100 Reep Drive (PIN 1782-28-5583) (BK 423), have been identified within the APE as requiring further evaluation.

Investigations comply with the requirements of Section 106 of the National Historic Preservation Act of 1966, as amended, other state and federal regulations, and NCDOT’s current “Historic Architecture Group Procedures and Work Products and the North Carolina Historic Preservation Office’s (HPO) Report Standards for Historic Structure Survey Reports/ Determinations of Eligibility/Section 106/110 Compliance Reports in North Carolina”.

Resource Name	NC SHPO Survey Number	NRHP Eligibility Recommendation	NRHP Criteria
J.M. Orders House	BK 422	Not Eligible	N/A
Catawba Industries Inc. Complex	BK 423	Not Eligible	N/A

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Project Description and Methodology

JMT prepared this report in June of 2017 in response to North Carolina Department of Transportation's (NCDOT's) proposal to reconfigure the Exit 100 (Jamestown Road) interchange on I-40 in Burke County. NCDOT requested an intensive-level survey, in the form of an Eligibility Evaluation Report, of the properties located at 110 Old Hush Puppy Avenue and 100 Reep Drive (Catawba Industries Inc. Complex) (Figures 1-4). Sara McLaughlin, Senior Architectural Historian at JMT, completed this report.

Fieldwork was completed on May 23, 2017 and June 7, 2017. The property at 110 Old Hush Puppy Avenue serves as a private residence, and the property at 100 Reep Drive as an industrial complex. Permission to access the exterior of the properties were granted by the owners. However, attempts to gain access to the interior of the properties were unsuccessful. As such, all photos of the properties were taken from the exterior. Background historical research was conducted at the Burke County Public Library in Morganton, North Carolina, the Burke County Register of Deeds and online database, the Burke County online GIS service, and Ancestry.com. Additionally, the HPOWEB GIS service was consulted and revealed no other historic resources within the project area. JMT also reviewed National Register of Historic Places Registration Forms for other nearby properties similar to the subject property to provide further context. Approximate dates of construction were found via research.

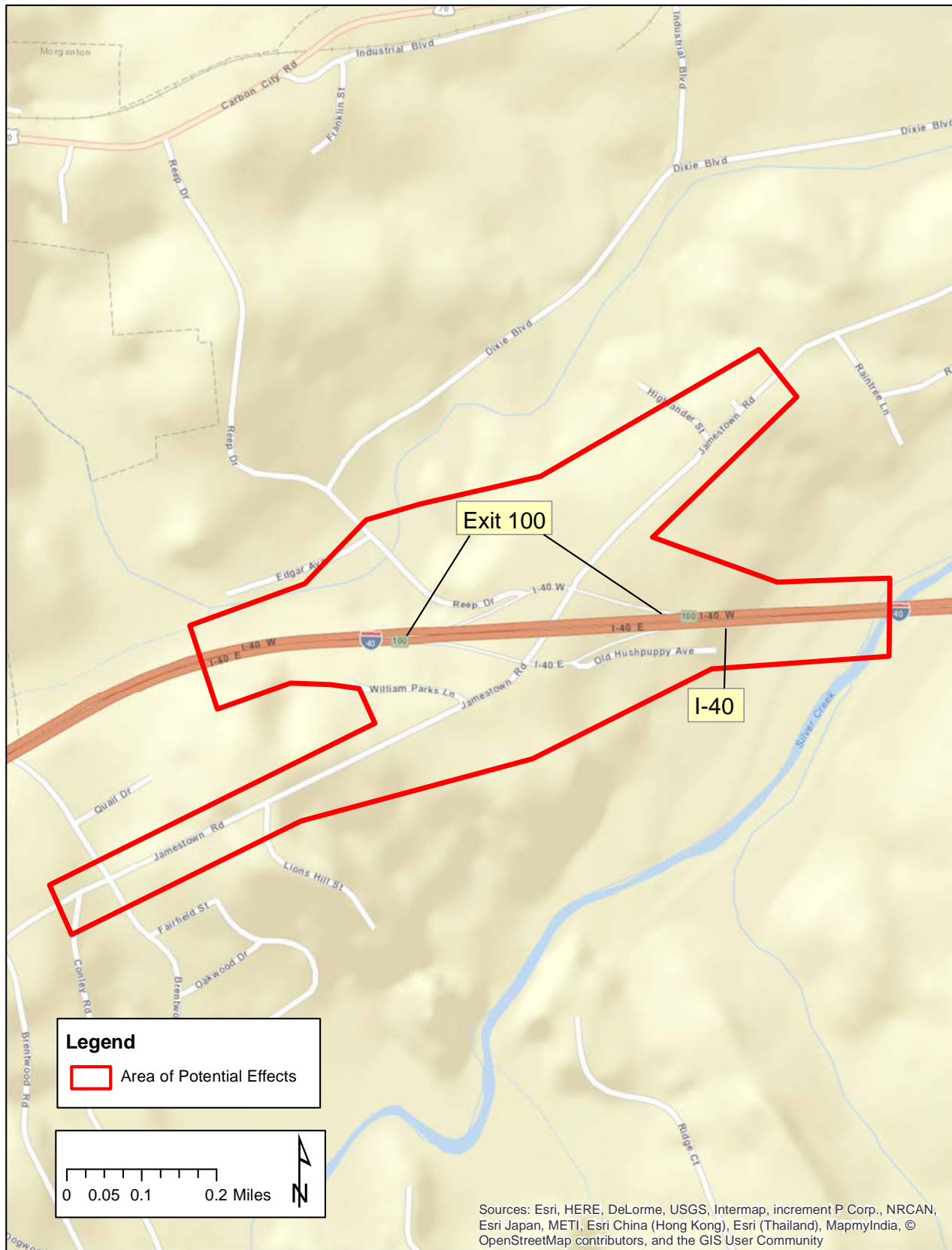


Figure 1: Project area showing APE (Source: ESRI)

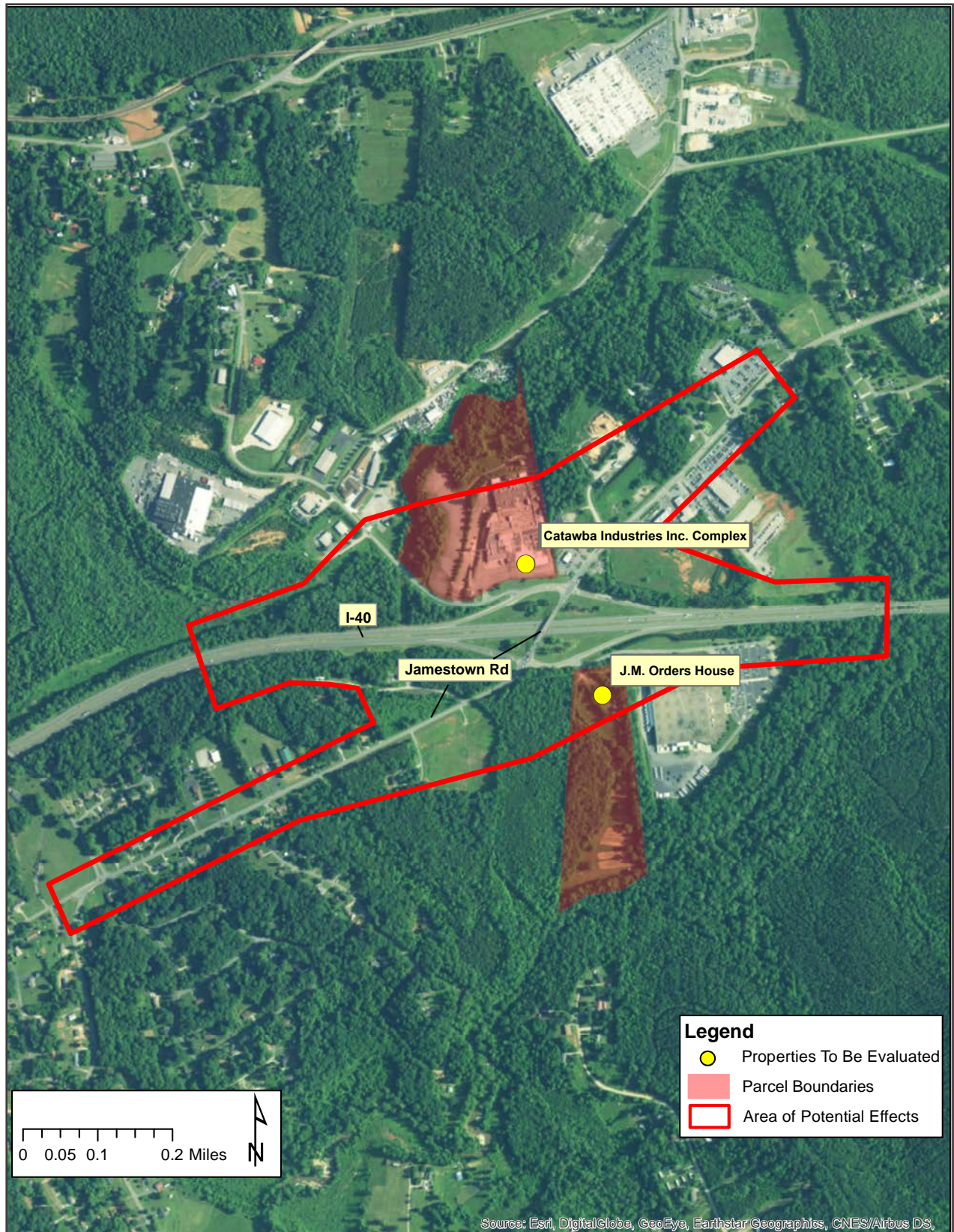


Figure 2: Project area and APE with Properties to be Evaluated (Source: ESRI)

J.M. Orders House
110 Old Hush Puppy Avenue

Description

Located along Old Hush Puppy Avenue, east of the intersection of Jamestown Road and I-40 E exit 100, the J.M. Orders House at 110 Old Hush Puppy Avenue sits on a 16.72-acre site. The property and parcel are located in the southwest part of Morganton, approximately 4.5 miles outside of the town center. The property is privately owned.

The surrounding area is a combination of commercial and residential development. The topography is characterized by flat land and mature trees. The house itself is surrounded by mature trees and large bushes.

Constructed c. 1916, as a private dwelling, this one-and-a-half story frame bungalow is clad in a combination of asbestos shingles and rolled asphalt and is capped by a side-gable roof clad in pressed metal. The roof features wide overhanging eaves and exposed rafter ends. A one-story full-width front porch is contained under a fully engaged shed roof supported by square wood posts. The house rests on a brick pier foundation with concrete block infill (Photographs 1 and 2). Most windows are original, but have been covered by



Photograph 1: Façade (northwest elevation) of J.M. Orders House; looking southeast. (2017)

Resource Name	J.M. Orders House
HPO Survey Site #	BK 422
Street Address	110 Old Hush Puppy Avenue
PIN	1782364456
Construction Date(s)	C. 1916
NRHP Recommendation	Not Eligible



Photograph 2: Façade (northwest elevation) and driveway of J.M. Orders House.; looking southeast. (2017)



Photograph 3: Oblique view of northwest elevation of J.M. Orders House; looking east (2017)

modern aluminum storm windows. Brick exterior end chimneys pierce the roof on the northeast and southwest gable ends. Multiple historic additions are located off the rear (southeast) elevation. The northeast, southeast, and southwest elevations are all clad in rolled asphalt on the first story and asbestos shingles in the gable. The northwest elevation is clad only in rolled asphalt.

The façade, northwest elevation features a centered entrance sheltered by the one-story porch. A pair of six-over-six double-hung wood sash windows are located northeast of the entrance. A single six-over-six, double-hung wood sash



Photograph 4: Oblique view of J.M. Orders House; looking south. (2017)



Photograph 5: Detail of northeast elevation of J.M. Orders House.; looking south. (2017)

window is located southwest of the entrance. The window and doors are all covered by modern aluminum and glass storm windows and door (Photographs 1 and 3).

The side, northeast elevation features a six-over-six, double-hung wood sash window located on the first story northwest of center and an additional pair of six-over-six windows located southeast of center. A pair of three-over-one double-hung wood sash windows are centered in the gable. A brick exterior end chimney is located northwest of center and pierces the overhanging eave. A one-story, shed-roof addition was constructed at the eastern corner of the rear elevation. The northeast elevation of this addition features a set of four, one-over-one double hung sash windows. A small interior brick chimney capped by a metal stove pipe pierces the addition's shed roof (Photographs 4-6).

The rear, southeast elevation features a one-story gabled rear ell addition. The rear ell features a pair of three-over-one double-hung wood sash windows centered on the rear elevation and a small, square vent located in the gable. A one-story porch with an integrated shed roof is located on the rear ell's southwest elevation and a one-story shed roof addition is located on the ell's northeast elevation. The rear porch is supported by square, wood posts and can be reached by a set of wooden steps. A rear entrance is located on the northeast shed addition, however there are no steps to the entrance. Entrance to the cellar stairs is provided via a small, gable-roof vestibule off the rear ell. A one-story shed roof addition is located west of the rear porch and is clad in plywood. The roofs on all of the additions are covered in standing seam metal (Photographs 7 and 8).

The side, southwest elevation features three, unevenly spaced six-over-six double-hung wood sash windows. An exterior, end chimney is located southeast of center between two of the windows. The brick chimney is capped with a metal



Photograph 6: Detail of northeast elevation of J.M. Orders House.; looking west. (2017)

stovepipe. A pair of three-over-one double hung wood sash windows are centered in the gable, and a triangular vent is located at the apex (Photograph 9). The southwest elevation of the one-story rear addition features a two-over-two double-hung wood sash window (Photograph 8).



Photograph 7: View of rear (southeast) elevation of J.M. Orders House.; looking northwest. (2017)



Photograph 8: Oblique view of rear (southeast) elevation of J.M. Orders House.; looking north. (2017)

The dwelling has undergone multiple material alterations since its construction including the asbestos and rolled asphalt cladding, the pressed metal roof, and the foundation's concrete block infill. The rear additions—except for the small shed-roof addition west of the rear porch—are original to the design of the dwelling or were constructed very soon after. Therefore, the plan and massing of the dwelling appears to have been minimally altered since its construction. Overall the dwelling is in good condition, however some maintenance and repairs to the brick chimneys are necessary (Photograph 5).

Two historic, associated c. 1920 frame outbuildings are located to the rear (southeast) of the dwelling. The first outbuilding



Photograph 9: View of southwest elevation of J.M. Orders House.; looking northeast. (2017)



Photograph 10: Oblique view of Shed 1; looking east. (2017)

is a one-story, frame shed (Shed 1) clad in weatherboard siding and capped by a front-gable roof covered in asphalt shingles. The northwest and southeast elevations each feature a centered wood door. An additional door opening is located on the southwest elevation. The siding at the bottom of the southwest elevation is in poor condition and parts of the siding are missing. The roof is damaged and partially collapsed in multiple places along the southwest elevation (Photograph 10).

The other outbuilding, a one-story storage shed (Shed 2), is located directly south of the aforementioned shed. This frame shed was originally clad in vertical wood siding. Some of this siding has been replaced by plywood and horizontal wood



Photograph 11: Oblique view of shed 2; looking south. (2017)

siding that appears to have been salvaged from a different building. The shed is capped by a front-gable roof covered in standing seam metal. The southeast elevation features an entrance large enough for a car or farming equipment. The entrance does not contain a door, but the opening is capped by a metal lintel (Photograph 11).



Figure 3: J.M Orders House parcel boundary and site plan (Source: ESRI)

History

According to the Burke County property record card for 110 Old Hush Puppy Avenue, the J.M Orders House was constructed in 1916. Based on the architectural style and age of the materials observed on the dwelling, this date of construction appears to be appropriate. Deed research was conducted for this property, but no deeds were found for the property prior to the 1938 deed, when the property was conveyed from the heirs and kin of J.M. Orders to the widow of J.M. Orders. This deed, recorded on April 2, 1938, described the conveyance of a 196.5-acre parcel consisting of “the unsold portion of the J.M. Orders farm” (Burke County Deed Book 28: 307). Census records were found for the J.M Orders and his family, though no additional information could be found about either the family or the farm. No historic maps or atlases were found showing property ownership in this area. The earliest map found during research is a 1905 USGS map, which does not identify ownership and is not drawn to the level of detail needed to verify whether this dwelling existed prior to 1916 (USGS 1905). As such, it is recommended that the date of construction is c. 1916.

James Monroe “J.M.” Orders was born in 1867 in Burke County to Timothy and Rosey Jane Orders. He married Flora Edella Pitts Orders in 1890 and had ten children between 1891 and 1909. The 1900 Census recorded James Orders as living in Asheville with his wife, Flora Orders, and five children: Rosco, Lillie, Ola, Julian E., and Arminie P. At this time, J.M Orders is noted as working at a Renner Cutter Mill. By 1910, J.M Orders and his family had moved to Silver Creek, Burke County, and he is described as a carpenter in the housing industry. At this point, there are ten children listed as living at the residence: Rosco, Lillie, Ollie, (Julian) Edna, (Arminie) Pearl, Willie, Glen, Irene, Ralph, and Raye. The 1920 Census recorded them living in Morganton, Burke County. By this time, J.M. (now described as a farmer) and Flora are living with four single children, Elen, Irene, Ray, and Ralph, as well as one married child, Edna Orders Williams, and two grandchildren, Earl and Garfield. In 1930, J.M Orders, described as a contractor in the housing industry, is living with Flora and two of their daughters, Pearl and Irene, both of whom are listed as working in a hosiery mill (United States Federal Census 1900, 1910, 1920, 1930).

J.M. Orders died in August 1936, leaving his property to his children. In April 1938, R.D. Orders, Ms. Lillie Franklin and her husband A.A. Franklin, Ms. Edna Williams and her husband Ransom Williams, Miss Pearl Orders, Glenn Orders, Ollie Orders, Will Orders and his wife Jane Orders, Ralph Orders and his wife Ruth Orders, Raye Harris and her husband Ralph Harris (all heirs-at-law and next-of-kin of J.M. Orders) conveyed 196.5 acres, described as the “unsold portion of the J.M Orders farm” to Flora Orders, widow of J.M. Orders (Burke County Deed Book 28: 307-08). The deed does not provide reference to an earlier deed. Without the reference, it was not possible to trace the deed to a previous property owner.

Three months after the property was conveyed to Flora, Flora conveyed 21.5 acres to her daughter, Raye Harris, for \$10 (Burke County Deed Book 31: 162). Without conducting deed research on all adjacent properties, it is not readily apparent when or to whom the remaining acreage was conveyed or sold. Flora Orders died in July 1940 (Find A Grave).

Raye Harris and her husband, Ralph, held the property until June 1947, when they conveyed it to W. Phifer Phillips and Mamie Orders Phillips for \$10. The 21.5-acre property is described as having been “part of the lands conveyed to Flora Orders” in 1938 (Burke County Deed Book 85: 135). Mamie Orders Phillips is not one of the children of J.M and Flora Orders, but perhaps a niece or cousin in the family. Her relation could not be verified based on the information available.

The Phillips’ retained ownership of the property for nearly 50 years, eventually conveying it to Marie P. Crites, William P. Phillips, Jr., Betty P. Courtney, and James Jackson Phillips on December 30, 1994. This conveyance excludes property conveyed to the NC Department of Transportation and property conveyed to Zeb Beshears (Burke County Deed 836: 875). No deed book information is provided for either conveyance, but a NCDOT factsheet on the interstate system explains that I-40 in Burke County was constructed in 1959 (NCDOT). The parcel currently contains 16.72 acres

Architectural Context

The bungalow house type was popular in Burke County as it was throughout the nation. Bungalows began to appear at the turn of the twentieth century and retained popularity throughout the 1930s. They are usually three-bay, one- or one-and-a-half-story houses with centrally placed front doors, bay windows, and deep porches. According to architectural historians Gabrielle M. Lanier and Bernard L. Herman,

The bungalow, sometimes described as “a house reduced to its simplest form,” was designed to harmonized with any landscape. To this end, the style emphasized naturally colored exterior walls, fine craftsmanship, and leaving construction materials as close as possible to their natural state. Characterized by low silhouettes with low-pitched, overhanging roofs and encircling porches, bungalows were originally designed as rustic leisure cottages but soon began to be constructed as permanent homes (Lanier and Herman 1997: 165).



Photograph 12: 314 Bouchelle Street. (2017)

Bungalows were constructed all over the country from newly developed suburbs to smaller villages and rural areas. In the towns of Burke County, bungalows were often constructed along residential streets. “They were a practical and affordable housing type for the middle and lower-income people and were often building as speculative ventures by local contractors” (Cotton and Wylie 1987: 48).

No individually listed National Register examples of bungalow dwellings were found in Morganton or Burke County, although multiple National Register listed historic districts contain bungalow style dwellings as contributing resources.

The bungalow at 314 Bouchelle Street is a contributing resource to the North Green Street – Bouchelle Street National Register Historic District, and is located approximately 5 miles northeast of the J.M Orders House. The house at 314 Bouchelle Street is a c. 1925 one-story, frame bungalow (Photograph 12). It is clad in weatherboard siding and capped by a side-gable roof clad in asphalt shingles. The roof eaves extend to shelter the full-width front porch which is supported by simple, square wood posts. A shed-roofed dormer is centered on the roof. Windows are a combination of original eight-over-one double hung wood sash windows and two-over-two wood awning windows. The dwelling appears to have retained much of its original materials and has undergone few alterations since its construction (Wylie 1986: 7-4).



Photograph 13: 200 White Street. (2017)

The bungalow at 200 White Street is a contributing resource to the White Street – Valdese Avenue National Register Historic District, and is located approximately 5 miles northeast of the J.M Orders House (Photograph 13). This c. 1910 one-and-a-half story, frame bungalow is clad in weatherboard siding and capped by a front-gable roof covered in asphalt shingles. A full-width front porch is sheltered by a hipped roof supported by wood posts (Barbee 1986: 7-4).

Comparatively, the J.M Orders House is a less intact example of an early frame bungalow. The dwelling is in good condition, however there have been multiple material alterations to the structure therefore it lacks integrity of materials and workmanship. There is nothing architecturally distinctive that sets it apart from a standard bungalow and there are far better examples of this simple bungalow style remaining in Morganton.

National Register of Historic Places Evaluation

Based on research completed for this report, JMT recommends the J.M Orders House not eligible for listing on the National Register of Historic Places. While the resource maintains its integrity of location, design, setting, feeling, and association, it does not maintain its integrity of materials or workmanship. The material alterations such as siding, foundation, and roof minimize its integrity.

The J.M. Orders House is **not eligible** for the National Register under Criterion A (event). *To be eligible under Criterion A, a resource must be associated with events that have made a significant contribution to the broad patterns of our history.* The J.M. Orders House does not appear to possess any special historic significance or sufficient integrity to be considered eligible in the areas of Community Planning and Development. Research did not produce additional information about the farm, and due to the absence of agricultural outbuildings, it does not retain integrity to illustrate its role in the early 20th-century development of the area.

The J.M. Orders House is **not eligible** for the National Register under Criterion B (person). *To be eligible under Criterion B, a resource must be associated with the lives of significant persons in our past.* The J.M. Orders House does not appear to be associated with the lives of any significant individuals. Research did not produce additional information about the Orders family, who appeared to only move to the Morganton vicinity between 1910 and 1920.

The J.M. Orders House is **not eligible** for the National Register under Criterion C (design/construction). *To be eligible under Criterion C, a resource must embody the distinctive characteristics of a type, period, or method of construction, or that represent the work of a master, or that possess high artistic values, or that represent a significant and distinguishable entity whose components may lack individual distinction.* The J.M. Orders House is a one-and-a-half-story, bungalow dwelling and does not appear to possess any special architectural distinction or sufficient integrity to be considered eligible for the National Register under Criterion C for its design and construction. The dwelling has undergone multiple material alterations including replacement of siding, foundation, and roof covering. These elements minimize its integrity. Comparatively, the integrity of the bungalows at 314 Bouchelle Street and 200 White Street, constructed in c. 1925 and 1910, respectively, have not been compromised by material alterations or deferred maintenance.

The J.M. Orders House is **not eligible** for the National Register under Criterion D (potential to yield information). *To be eligible under Criterion D, a resource must yield or be likely to yield information important in history or prehistory.* The early twentieth-century dwelling site is unlikely to contribute significant information pertaining to building technology or historical documentation not otherwise accessible from other extant resources and written records.

Catawba Industries Inc. Complex
100 Reep Drive

Description

North of the intersection of Reep Road and I-40 E exit 100, the property at 100 Reep Road sits on a 27.25-acre site. The property and parcel are located in the southwest part of Morganton, approximately 4.5 miles outside of the town center. The property is commercially owned.

The surrounding area is a combination of commercial and residential development. The topography is characterized by flat land and mature trees. The building itself is surrounded by a chain-link fence.

Constructed c. 1966 as an industrial warehouse and manufacturing complex, this one-story building is, based on field observations clad in brick veneer and capped by a flat roof. The Catawba Industries Inc. Complex is composed of a large rectangular industrial complex measuring approximately 290' by 574', with two small entrance/office additions on the primary, south elevation and a trapezoidal loading dock and warehouse addition on the west elevation. A one-and-a-half-story, A-frame addition measuring approximately 70' wide by 40' deep is aligned with the center of the main building. It sits approximately 16' south of the south elevation



Photograph 14: Oblique view of Catawba Industries Inc. Complex; looking northwest. (2017)

Resource Name	Catawba Industries Inc. Complex
HPO Survey Site #	BK 423
Street Address	100 Reep Drive
PIN	1782-28-5583
Construction Date(s)	C. 1966
NRHP Recommendation	Not Eligible



Photograph 15: View of façade and A-Frame entrance bay of Catawba Complex; looking north. (2017)



Photograph 16: Detail of A-Frame entrance bay of Catawba Complex; looking northeast. (2017)

and is connected to the main building with a 52' wide, flat roofed hyphen. A two-story, tan, brick veneer addition has been constructed off of the façade, at the east corner. Measuring approximately 95' wide by 54' deep, the addition is capped by a flat roof with wide overhanging eaves. A one-story loading dock and warehouse addition is located off the west elevation (Photograph 14). Numerous smaller additions are located on the sides and rear elevations of the industrial building.

The façade, south elevation features the A-frame entrance bay, the roof of which is covered in asphalt shingles with large exposed, metal rafter ends that are visible from the gable peak to the ground. In the center of the ground floor are a pair



Photograph 17: Detail of 2-story New Formalism addition of Catawba Complex; looking north. (2017)



Photograph 18: East elevation of 2-story New Formalism addition of Catawba Complex.; looking west. (2017)

of single-pane glass and metal doors, and the entire elevation is composed of a floor to ceiling multi-paned curtain wall (Photographs 15 and 16). This structure serves as an office.

A two-story, office addition is located at the east corner of the facade. According to tax records, the addition is clad in brick veneer. The addition is capped by a flat roof with wide, boxed overhanging eaves. The building's fenestration is arranged into five vertical columns in which the square, fixed, upper and lower story windows are connected by metal



Photograph 19: View of loading dock on façade of Catawba Complex; looking north. (2017)



Photograph 20: Oblique view of loading dock on façade of Catawba Complex; looking northeast. (2017)

spandrel panels to create the appearance of full-height windows. Between the second and third fenestration columns are individually molded letters reading “CHADDOCK” (Photograph 17).

The east elevation of the two-story office features two vertically aligned entrances centered on the elevation. The entrance on the second story is accessed by a set of metal stairs. A single, square window is located on either side of the second second-story entrance. These two windows are mirrored on the west elevation of the addition. Two additional windows



Photograph 21: Oblique view of Catawba Complex; looking northeast. (2017)



Photograph 22: Oblique view of of Catawba Complex and non-contributing silo; looking southeast. (2017)

and a single entrance are located on the first story of the addition's west elevation (Photograph 18).

A one-story loading dock and warehouse addition is located off of the west elevation. The south elevation of the loading dock features five openings that accommodate semi-trucks and are covered by metal garage doors. An additional opening twice as large as the others is located at the west corner of the façade. The doors are sheltered by a shallow, metal overhang. A single recessed entrance is located east of center and can be accessed by a concrete pedestrian ramp. Two



Photograph 23: View of addition on west elevation of Catawba Complex; looking northeast. (2017)



Photograph 24: View of west elevation of Catawba Complex; looking east. (2017)

additional loading bays are located on the southwest corner of the addition and are also sheltered by metal shed overhangs (Photographs 19 and 20).

The side, west elevation features a one-story loading dock/warehouse addition located south of center. The addition runs along two-thirds of the west elevation. A metal door is located south of center and can be reached by a set of metal steps (Photograph 21). Two, large metal ducts are attached to the building directly north of the door. These ducts connect to a modern (c. 2014) concrete industrial silo, which is located down a small hill to the west of the building (Photograph 22). A



Photograph 25: View of addition on west elevation of Catawba Complex; looking northeast. (2017)



Photograph 26: View of north elevation of Catawba Complex; looking southeast. (2017)

one story, brick addition is located north of center on the elevation and features two metal doors sheltered by a shallow, metal overhang (Photograph 23). The north elevation of the addition features a large rectangular window and an entrance. A concrete pedestrian ramp with metal railing runs along the west side of the addition and wraps around the rear (north) side leading to an additional entrance located on the west elevation. The grade changes north of the addition result in the building being two-stories above grade. A single loading dock entrance is located directly below the raised entrance and is sheltered by the ramp. North of this loading dock is a door sheltered by a shallow, metal overhang (Photograph 24). Three loading dock entrances and a rectangular window are located near the north end and are all also sheltered by a metal overhang (Photograph 25).



Photograph 27: View of north elevation of Catawba Complex; looking south. (2017)



Photograph 28: View of addition off of north elevation of Catawba Complex; looking northwest. (2017)

The rear, north elevation of the industrial building features two entrances located east of center. An additional opening covered by a metal garage door is located just west of the entrances. A one-story, garage addition, clad in corrugated metal is located east of center and features a vinyl garage door (Photograph 26). An opening located east of center on the elevation has been infilled with concrete block (Photograph 27). A two-story brick addition is centered on the elevation and features multiple metal vents and an opening covered by a rolling metal garage door (Photograph 28). A one-story concrete block addition is located at the west end of the elevation. A c. 1963 industrial silo is located northeast of the building. The silo is covered in ivy, but appears to be in good condition (Photograph 29). A metal pipe runs from the silo



Photograph 29: View of c. 1963 industrial silo; looking northwest. (2017)



Photograph 30: View of east elevation of Catawba Complex; looking southwest. (2017)

to a green metal hopper located on industrial scaffolding attached to the north elevation of the building (Photograph 26).

The side, east elevation of the industrial building features two large metal vents and a single entrance located south of center. The entrance is sheltered by a metal overhang (Photograph 30). A partial-width metal shed canopy runs along the elevation and is located south of center. Directly north of the metal canopy is a one-story, concrete block addition capped by a shed roof. The addition runs along approximately half of the elevation and features a set of double doors located underneath the metal canopy on the south elevation (Photograph 31). The addition also features a single entrance on the east elevation that is covered by a metal and glass door and surrounded by unpainted concrete block. An additional



Photograph 31: View of east elevation of Catawba Complex; looking northwest. (2017)



Photograph 32: View of east elevation of Catawba Complex; looking northwest. (2017)

opening covered by a metal garage door is located directly north of the single metal and glass door. Two, large window openings located on the addition north of center have been infilled with metal sheathing. Two, large shed dormers are located on the roof of the addition. They have been infilled with plywood (Photograph 32). A one-story concrete block loading dock is located north of center. The loading dock features a single, large rolling metal garage door sheltered by a flat metal overhang. The loading dock appears to have been recently rebuilt or restored as the concrete blocks appear new and are unpainted (Photograph 33). Directly north of the loading dock is a one-story, concrete block addition. It features two sets of metal double doors (Photograph 34). A large industrial cistern is located to the north of the addition.



Photograph 33: View of loading dock on east elevation of Catawba Complex; looking northwest. (2017)



Photograph 34: View of concrete block addition on east elevation of Catawba Complex; looking northwest. (2017)

North of the cistern is a one-story, loading dock that sticks out perpendicular to the elevation and is covered by a flat, corrugated metal roof (Photograph 35). Directly north of the loading dock is small electrical substation and a one-story concrete block addition capped by a shed roof. The addition features two large vents and two window openings that lack glazing (Photograph 36). A large green piece of industrial machinery is attached to the addition north of the main building (Photograph 37).



Photograph 35: View of east elevation of Catawba Complex including cistern and loading dock; looking northwest. (2017)



Photograph 36: View of loading dock, electrical substation, and concrete block addition on east elevation of Catawba Complex; looking northwest. (2017)

A modern (c. 2013) guardhouse is located southwest of the building at the corner of the parcel. A modern (c. 2014) concrete industrial silo is located down a small hill to the west of the building and is connected to the west elevation by two large metal ducts. A modern (c. 1970) frame shed is located north of the building. It features a set of double doors and a square window opening.

The building has undergone some material alterations since its construction. The majority of windows, doors, and cladding



Photograph 37: View of industrial machinery on northeast side of Catawba Complex; looking northwest. (2017)

appear to be original, however some windows and doors have been infilled. According to tax records the only additions have been the construction of a canopy located on the east elevation and an overhang for the loading dock. However, after conducting fieldwork, the plan and massing of the building appears to have been altered numerous times since its construction. Multiple concrete block additions have been constructed along the east, north and west elevations and some fenestration on both the main building and additions have been altered. As a result, the building does not retain sufficient integrity of materials or design. The A-frame entrance, two-story office addition, and loading dock addition appear to be original to the complex. Overall the building is in good condition.



Figure 4: Catawba Industries Inc. Complex (100 Reep Drive) parcel boundary and site plan (Source: ESRI)

History

According to the Burke County property record card for 100 Reep Drive, the Catawba Industries Inc. Complex was constructed in 1966. Based on the architectural style of the building and a review of historic aerial photographs and USGS mapping of the area, this date appears to be accurate. The complex does not appear in a 1960 aerial photograph of the area, nor does it appear in the 1962 or 1964 USGS map (NETR Online). Deed research was conducted for this property using the Burke County Register of Deeds Web Access, which provides images of deeds but no grantee index. Thus, some information about early property conveyances could not be confirmed. Furthermore, the history of the property became complicated as there were several mergers and acquisitions that resulted in changes to the owner names. The following describes the history of the property based on available resources at the Burke County Register of Deeds and the Burke County Library vertical files.

Based on deed research, it appears that the current 27.25-acre parcel originally consisted of four adjacent parcels. A deed recorded on October 5, 1966 between J.P. Pons, Trustee (from Burke County) and Catawba Industries, Inc. (a Burke County corporation) describes four tracts of land (Burke County Deed Book 295: 323):

- I. 3.56 acres which were conveyed to Robert Lee and Corrine Elizabeth Kirksey by Leonard C. and Clara Smith Benton in 1964;
- II. 5.5 acres which were part of a tract of land conveyed to Kirksey & Company, Inc. by N.O and Maude F. Pitts in 1963;
- III. 8 acres which were part of a tract of land conveyed to J.H. and Anne Wells by Raymond and Verna McGalliard in 1948; and
- IV. 10.18 acres which were conveyed to Truman R. and Annie P. Williams by J. Willie and Janie F. Orders in 1965 (the deed originally described this tract of land as containing 8 acres, but was corrected to 10.18 acres in a Deed of Correction recorded in 1967, in Book 311 Page 268).

No information could be found about how Tracts I, III, and IV were acquired by J.P. Pons. The only deed that could be found was for Tract II, which was conveyed to J.P. Pons by Kirksey & Company on January 10, 1966 (Burke County Deed Book 283: 75). It is also unclear how the current 27.25-acre parcel grew from the four parcels described above, which total 25.84 acres.

Based on deed records, Catawba Industries, Inc. merged with Tiffany Textiles (a Delaware corporation) on May 1, 1967 and the latter company assumed ownership of all four tracts of land. In September of that year, four Deeds of Correction were issued which clarified the survey of each tract of land and named Tiffany Textiles the Grantee (Burke County Deed Book 311: 256, 260, 264, 268).

In August 29, 1977, Tiffany Textiles, Inc. conveyed the four tracts of land to Artrose, Inc., a Delaware corporation (Burke Deed Book 533: 611). Interestingly, the following deed, recorded in September 1978, names two grantors: Tiffany Textiles, Inc. (a Delaware corporation formerly known as Artrose, Inc.) and Highlander, Ltd. (a North Carolina corporation formerly known as Artrose-North Carolina, Inc.). It appears that during the mid- to late 1970s, Tiffany Textiles, Inc. conveyed the land to Artrose, Inc., then merged with Artrose, Inc. but kept the name, Tiffany Textiles, Inc. This deed conveyed a single 33.42-acre parcel to Hanes Corporation, a North Carolina corporation. The deed explains that the survey encompasses, "by a single perimeter description, all of those certain four tracts of property conveyed to Artrose, Inc. (now Tiffany Textiles, Inc.) by deed from Tiffany Textiles, Inc. dated August 29, 1977. . ." (Burke County Deed Book 554: 604).

Hanes Corporation was formed in 1965 from two Hanes Companies, the P.H. Hanes Knitting Company (founded in 1902) and the Hanes Dye & Finishing Company (founded in 1925). On January 30, 1979, Hanes Corporation was purchased by Consolidated Foods Corporation of Chicago, which became Sara Lee Corporation in 1985 (Williams 2006).

Hanes Corporation owned the property beginning in 1978, employing approximately 400 people by the end of their first year (Unknown 1991: 6E). Despite being acquired by the Consolidated Foods Corporation, Hanes continued to operate the facility on Reep Drive, known as the Jamestown Road facility. The Jamestown Road facility originally manufactured material for T-shirts and added fleece products in 1983. Around this time, Hanes also opened a second facility in the region, known as the Quaker Meadows apparel facility. In 1988, after Consolidated Foods became Sara Lee, the Hanes' Morganton facilities became part of the Sara Lee Knit Products division. By 1991, the Sara Lee Knit Products division employed 1,200 people between their two Morganton region facilities (Unknown 1991: 6E).

The Sara Lee Corporation sold the facility on Reep Drive to National Textiles, LLC in 1997 (Burke County Deed Book 892: 1008). The sale was part of a larger strategy by Sara Lee Corporations to move away from manufacturing and focus more on marketing and selling products. National Textiles was described in a 1998 Chicago Tribune article as a newly formed, privately-held company out of Winston-Salem, North Carolina, whose primary investor was based in New York and owned several other apparel companies. The deal included the purchase of nine yarn and textile plants from Sara Lee Corporation. According to this article, "the workers at these plants will be employed by National Textiles, which is expected to be a key supplier of yarn and finished textiles to Sara Lee's knit products businesses" (Millman 1998).

It is unclear how long after the sale the facility continued to manufacture textiles. In 2004, the News Herold announced that Guy Chaddock & Company, a furniture company based out of California, moved its manufacturing operation to this facility in Morganton (McFalls 2004). The current owners, known as Reep Drive, LLC, acquired the property from National Textiles, LLC on March 16, 2007 (Burke County Deed Book 1648: 648). As of 2017, Guy Chaddock & Company continues to manufacture furniture from the location.

Architectural Context

20th-Century Modern Architecture

Modern architecture came slowly to North Carolina. According to the National Register Multiple Property Nomination for Post-World War II and Modern Architecture in Raleigh, NC, 1945-1965:

After World War II, modernism quickly gained widespread acceptance in major metropolitan areas as the most appropriate architecture for the new age, but it came to North Carolina very gradually. Its first significant appearance had been at an experimental arts school, Black Mountain College, near Asheville, designed by immigrant European architects and built in the early 1940s. Modernist architecture did not take root in the state, however, until the establishment of the School of Design at North Carolina State College (now NCSU) in Raleigh in 1948 (Little 2009: E-11).



Photograph 16: Leviton Manufacturing Company Industrial Building. (2017)

The Catawba Industries Inc. Complex utilizes elements from multiple styles within Modern architecture including the A-frame building style and the New Formalism Style. The Catawba Complex's A-frame entrance bay was influenced by the popular A-frame house style. Originally seen in domestic architecture, the A-frame was popular from the 1950s through the 1970s. The building resembled the letter "A" and was comprised of two sloping roofs that extended all the way to the ground and created an overall triangular shape. Despite inherent design problems, including inefficient use of space, the A-frame had become a cultural icon by the mid-1960s and began to be incorporated into commercial buildings, restaurants and churches (McAlester 2013: 662). The Catawba Complex's two-story, front addition features elements of the New-Formalism Style of architecture. This style was popular from the 1950s through the 1970s and was readily applied to commercial and civic buildings. New Formalism utilized building materials and technologies seen in the International style and applied them to classical style elements. According to architectural historian, Virginia Savage McAlester:

The style is most commonly characterized by a symmetrical façade with columnar arched supports. New Formalism concentrated on updating, rather than re-creating, Classical forms, providing a visible and theoretical distinction from the Neoclassical style. An overall massiveness is achieved through a concrete-block-like structure set on an elevation and typically crowned with a flat slab roof. Wall surfaces, commonly made of stone, brick, and marble, are normally smooth and unadorned; columns generally take on a slender and attenuated form (McAlester 2013: 664).

The Catawba Complex's two-story addition features New Formalism's flat slab roof with wide overhanging eaves. The façade's symmetrical fenestration is arranged into vertical columns, in which the square, fixed, upper and lower story windows are connected by metal spandrel panels. This fenestration makes use of International Style materials (metal and glass) and mimics the Neoclassical and Classical style column.

Besides the entrance bay and two-story addition, the Catawba Complex does not represent any specific academic architectural style. The building's vernacular industrial and commercial architecture has been altered multiple times since its construction, which make its original form difficult to ascertain.

Few National Register examples of industrial and/or manufacturing buildings eligible for their Modern Style were found in North Carolina. However, the Western Electric Company – Tarheel Army Missile Plant located in Burlington, North Carolina, approximately 140-miles east of the Catawba Complex is significant for its architecture. According to the National Register Nomination for The Western Electric Company – Tarheel Army Missile Plant:

[It] is architecturally significant due to its collection of intact mid-twentieth-century industrial buildings that display a functionalist approach in their form, massing, expressed structures, and open plans with fenestration dictated by spatial use.

The buildings at the Plant were designed by multiple architects and engineers, all of which employed Modern and functionalist style elements. The 1943 buildings designed by Detroit architecture firm, Albert Kahn Associated Architects and Engineers, Inc., combined a functionalist approach in their form and massing, and with modern materials such as steel and concrete. The 1950s buildings designed by Western Electric Company’s Factory Planning and Plant Engineering Department illustrate functionalist design. The Western North Carolina firm, Six Associates, Inc. designed the 1970 office, infirmary, and cafeteria building at the Western Electric Company Complex, all of which demonstrate a Modernist influence. According to the National Register Nomination for The Western Electric Company – Tarheel Army Missile Plan:

The 1943 power plant (Building 5) building epitomizes Modernist industrial design precepts, as its form reflects its function. The stepped three-level roof gradually increases in height from the one-story south bay to the three-story north bay, allowing for sizable equipment. The exterior is simply executed—brick walls laid in five-to-one common bond capped with metal coping—but Kahn’s firm specified the use of long horizontal and tall narrow recessed brick panels to add aesthetic interest (Fearnbach 2015: 8-46).

Comparatively, the Catawba Industries Inc. Complex lacks ties to architects well-known for their use of Modernist industrial design principles. The Modernist elements seen in the Catawba Complex, while worthy of acknowledgement, do not illustrate the tenants of Modernist industrial and functionalist design and are more commonly seen in commercial and residential architecture rather than industrial buildings. While both complexes have seen multiple additions and alterations, those seen at the Catawba Complex are not part of the site’s significance. The Western Electric Company - Tarheel Army Missile Plant saw a much longer period of significance, and the alterations and additions are part of this importance.

No National Register examples of industrial and/or manufacturing buildings eligible for their Modern Style were found in the Morganton or Burke County vicinity. Although the immediate area retains numerous industrial and manufacturing buildings, most are non-historic and those that are of a similar age to the Catawba Industries Inc. Complex have not been previously surveyed or listed in the National Register.

Located approximately 1 mile northeast of the Catawba Industries Inc. Building, the Leviton Manufacturing Company industrial building was constructed around the same time as the Catawba Complex. This building has not been previously surveyed or listed in the National Register. The Leviton building and the Catawba building have similar functions, but the Leviton pulls design elements from the International Style compared to the Catawba’s New-Formalism and A-Frame styles.

The Leviton building is a c. 1966 two-story building clad in a combination of brick veneer and synthetic siding and capped by a flat roof. The building’s façade features ribbon windows on the first and second story. A one-story, wide gabled entryway is also located on the façade. The building was renovated in 2016 and multiple material alterations were made including the replacement of siding and windows. The plan and massing of the building appears to have been minimally altered since its construction (Epley 2016). Stylistically, the building does features elements of the International style, including the flat roof and ribbon windows. However, the alterations and renovations to the building have denigrated the

building's integrity of materials.

Comparatively, the Catawba Industries Inc. Complex is a similarly intact example of modernist architecture, although with alternate styling. The building's A-frame entrance bay and two-story New Formalism Style addition create a more architecturally distinct and interesting structure. The building is in good condition, and there have been few material alterations to the structure's façade. However the plan and massing of the Catawba Industries Inc. Complex has been altered since its construction. Multiple concrete block additions have been constructed along the east, north and west elevations and some fenestration on both the main building and additions have been altered, ultimately compromising the buildings integrity of design, workmanship, and materials.

Industrial/Mill Buildings

As previously stated, there are few National Register listed examples of Modern style industrial and/or manufacturing buildings located in North Carolina. However, there are many listed textile and furniture mills located throughout the region and state. The majority of these buildings are eligible under Criterion A for industry. The Catawba Industries Inc. Complex, was at one time associated with the Hanes Corporation, however there are other examples of Hanes mills and factories that are listed in the National Register including the P.H. Hanes Knitting Company complex located in Winston-Salem, North Carolina.

The P.H. Hanes Knitting Company complex is located in the northern part of downtown Winston-Salem, approximately 90 miles from the Catawba Industries Inc. Complex. The P.H. Hanes Knitting Company complex consists of three separate buildings constructed between 1920 and 1940. These buildings "illustrate the history of a company that has grown to become a nationally recognized brand, 'Hanes' (now part of the Sara Lee Corporation)" (Wyatt 2004: 8-1). The properties are significant under Criterion A for their role in the industrial history of Winston-Salem and their association with the Hanes Corporation.

Comparatively, the Catawba Industries Inc. Complex was not constructed by or for the Hanes Corporation, who owned the property from 1978 until 1997. Therefore, the building's association with the Hanes Corporation is much weaker than the P.H. Hanes Knitting Company complex. The Catawba Industries Inc. Complex has been owned by six different companies since its construction in 1966. Although it has been consistently used as a textile or furniture manufacturing site, its role in the industrial history of Morganton and Burke County is less significant than the P.H. Hanes Knitting Company complex's role in the history of Winston-Salem.

National Register of Historic Places Evaluation

Based on research completed for this report, JMT recommends the Catawba Industries Inc. Complex at 100 Reep Drive not eligible for listing on the National Register of Historic Places. The resource maintains its integrity of location, setting, feeling, association, and workmanship, but lacks integrity of materials and design. The building remains intact however, some materials alterations have been made including the infill of some windows and doors. In addition, the plan and massing of the building appears to have been altered since its construction. Multiple concrete block additions have been constructed along the east, north and west elevations. The A-frame entrance bay and two-story New Formalism Style addition, while worthy of acknowledgment, are not notable enough to warrant inclusion in the National Register.

The Catawba Industries Inc. Complex is **not eligible** for the National Register under Criterion A (event). *To be eligible under Criterion A, a resource must be associated with events that have made a significant contribution to the broad patterns of our history.* The Catawba Industries Inc. Complex does not appear to possess any special historic significance or sufficient integrity to be considered eligible in the areas of Industry or Community Planning and Development. Although the Catawba Industries Inc. Complex was at one time associated with the Hanes Corporation, the building was not constructed by the company, and the corporation occupied the building for less than 20 years. In addition, there are other, more important examples of Hanes Corporation buildings listed in the National Register. Comparatively, the P.H. Hanes Knitting Company complex has a stronger and more significant association with the Hanes Corporation and its manufacturing history in North Carolina.

The Catawba Industries Inc. Complex is **not eligible** for the National Register under Criterion B (person). *To be eligible under Criterion B, a resource must be associated with the lives of significant persons in our past.* The Catawba Industries Inc. Complex does not appear to be associated with the lives of any significant individuals.

The Catawba Industries Inc. Complex is **not eligible** for the National Register under Criterion C (design/construction). *To be eligible under Criterion C, a resource must embody the distinctive characteristics of a type, period, or method of construction, or that represent the work of a master, or that possess high artistic values, or that represent a significant and distinguishable entity whose components may lack individual distinction.* The Catawba Industries Inc. Complex is a one-story, industrial building that does not possess special architectural distinction to be considered eligible for the National Register under Criterion C for its design and construction. Although the building remains intact and few materials alterations have been made to the façade, its integrity has been compromised by multiple additions and changes to the fenestration on secondary elevations. The A-frame entrance bay and two-story Modernist Style addition are worthy of acknowledgement however, these elements are not notable enough to warrant inclusion in the National Register. Aside from the A-frame entrance bay and two-story addition, the building lacks additional elements such as cantilevered roofs and ribbon windows, that often characterize Modern industrial architecture. The building does not possess the architectural elements and individual distinction necessary to be eligible under Criterion C. Comparatively, the Western Electric Company – Tarheel Army Missile Plant features multiple buildings designed by Albert Kahn Associated Architects and Engineers, Inc and Six Associates, Inc. two firms known for their Modernist industrial designs. In addition, the majority of the plant’s alterations and additions occurred within the period of significance and add to the importance of the site.

The Catawba Industries Inc. Complex is **not eligible** for the National Register under Criterion D (potential to yield information). *To be eligible under Criterion D, a resource must yield or be likely to yield information important in history or prehistory.* The mid-twentieth-century industrial site is unlikely to contribute significant information pertaining to building technology or historical documentation not otherwise accessible from other extant resources and written records.

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