

CONWAY

SOUTH CAROLINA

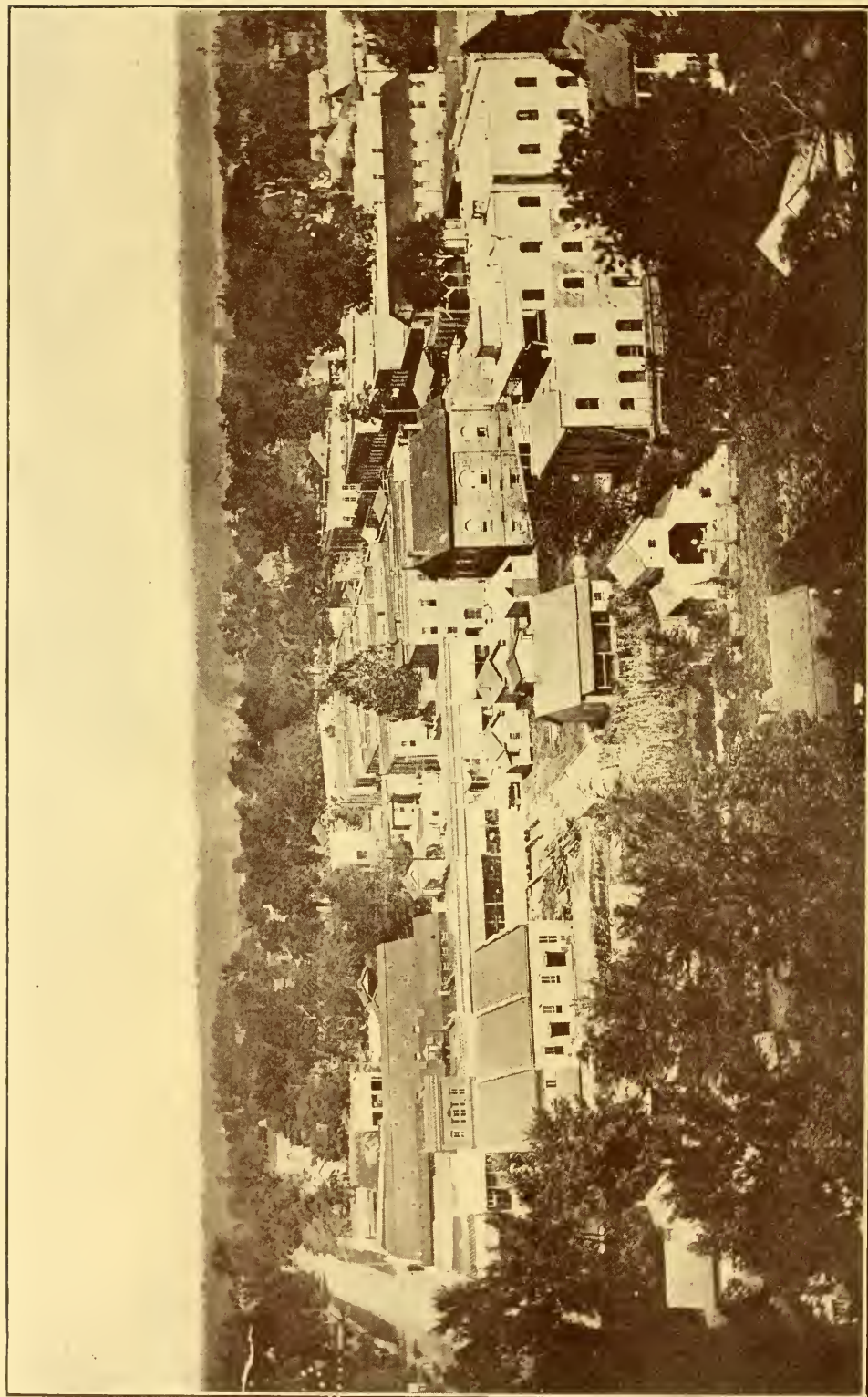


Conway, South Carolina

THIS pamphlet is prepared and issued by the Conway Chamber of Commerce. It is intended to set forth accurately the attractions and points of excellence possessed by the town and surrounding country. The march of events is bringing Conway to the front as the recreational, manufacturing, trucking and live stock producing center of the Pee Dee.

All photographs from the studio of Warren Johnson, Conway, S. C.

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Airplane view of business section of Conway.

By T. ...
AUG 14 1924

Conway, South Carolina



THE town of Conway, with a population of 2,500, is the county seat and business center of Horry County. Horry County has a population of 32,077, having a larger percentage of white population than any county in South Carolina. The county is situated in the northeastern part of the State, being bounded on the north by the State of North Carolina and on the east by the Atlantic Ocean, along which it stretches for fifty miles.

Conway is a good place in which to live and do business. Among the advantages and attractions which it possesses may be mentioned the following:

Its climate.

Its situation.

Its recreational attractions.

Its manufacturing enterprises.

Its commercial opportunities.

Its rich agricultural resources.

Its transportation facilities by water and rail.

The relatively cheap price of the fertile lands of the county.

Its spiritual and intellectual advantages.

A UNITED TOWN AND COUNTY

The town of Conway and County of Horry comprise a closely integrated unit. The county has an area of 1,103 square miles. Conway occupies a position close to the geographical center of this territory. The facts that it is the only town of any considerable size in the county, that it is the county seat, that it has four strong banks and two large wholesale grocery stores, cause the great volume of the county's trade to pass through Conway. Ninety per cent of the population of the county is rural, and approximately 80 per cent is white. The county has less tenancy than any county in South Carolina, 79 per cent of the farms being owned by those who cultivate them. There is a fine spirit of co-operation between town and county. In every co-operative movement citizens of the county and of the town work actively together.



Court House and Jail Conway, S. C.



Burroughs School Conway, S. C.





Reading from Top—Conway Motor Car Company; Conway Hardware Company; Buck Motor Company.

ORGANIZATIONS

Business and professional men of Conway are banded together into an active, enthusiastic, aggressive Chamber of Commerce. This organization employs a paid secretary and has a membership of over 100 of the leading business and professional men of the town. Its roll is open to farmers, who are charged a relatively small membership fee. During the two and a half years since its organization the Chamber of Commerce has made a record for substantial accomplishments. The spirit of co-operation which has manifested itself in the organization holds rich promise for the future of the town and county.

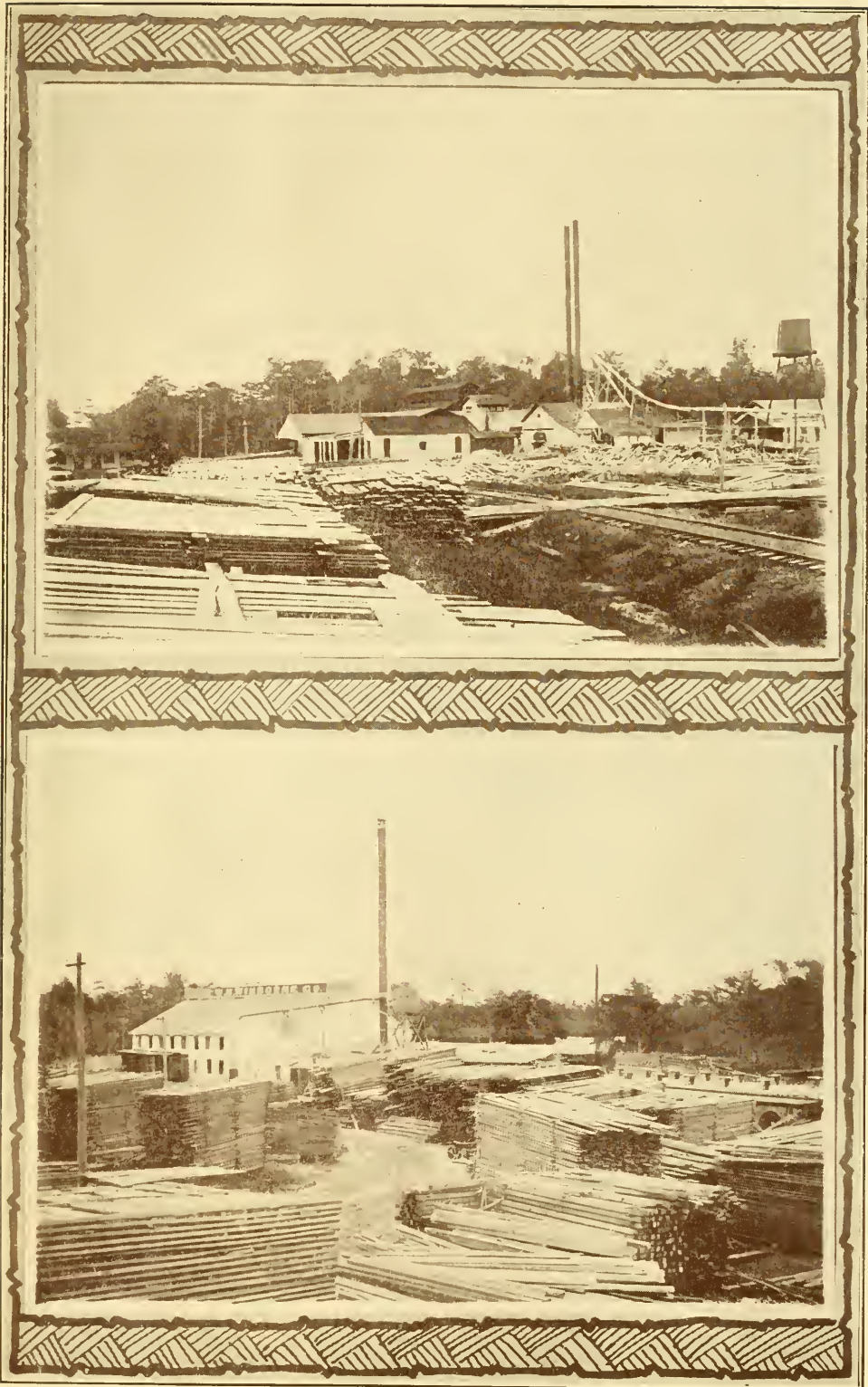
The ladies of Conway have for some time been organized into a Civic League, which has devoted energetic and intelligent effort toward beautifying the town and giving it splendid sanitary conditions. The influence of the Civic League has been strongly felt in improvement of the local high school, in the development of parks and playgrounds, and in the beautifying of public premises.

The Board of Health has rendered signal service to the town in improving and extending its sanitary equipment. During epidemics of influenza, measles and other contagious diseases, the counsel and assistance of the board have been invaluable.

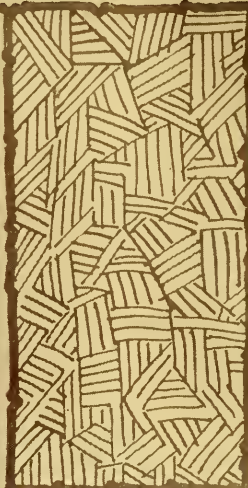
Conway has more than the usual number of religious organizations. It is the customary meeting place for religious groups of Horry County and surrounding territory.

The School Improvement Association, composed of an earnest body of men and women, has made its influence felt in a most helpful way in the upbuilding of Conway's educational institutions. The recent expansion of the high school is due in large measure to the constant effort of this association.

The 'Twentieth Century Mothers' Club has been very active in every forward looking movement.



Reading from Top—Veneer Manufacturing Company; W. H. Winbourne Company.



Reading from Top—Conway National Bank; Peoples National Bank; Burroughs Bank & Trust Company.

CLIMATE

In 1918, under the direction of the United States Department of Agriculture, a soil survey of Horry County was made by the engineers of that department. The findings of the engineers have been published as a bulletin of the department, which gives accurate information as to the county's climate and soil. The following statement as to Horry County's climate is found on pages 7 and 8 of this bulletin:

"The climate of Horry County is typical of that of the southern Atlantic Coastal Plain region. The county is bordered by the ocean, and the Gulf Stream is only about 50 miles offshore. To this is due a higher winter temperature than that prevailing farther inland. Exceedingly cold weather is exceptional and of short duration. The winter season is short, and the ground rarely freezes to the depth of more than an inch. Snow seldom falls and soon melts.

"The mean annual temperature as recorded at Conway is 63.6 degrees F. The mean for the winter months, December, January, and February, is 47.8 degrees, and for the summer months, June, July and August, 78.8 degrees. The mean annual precipitation is reported as 50.42 inches. The rainfall is distributed throughout the year, but is heaviest during the summer. Serious droughts are rare, and the danger of injury to crops is rather excessive rainfall, resulting in floods, than from insufficient moisture supply.

"The average date of the last killing frost in the spring is March 19, and that of the first in the fall, November 8. This gives a growing season of 234 days. In general, the climate is such that a wide variety of crops can be grown, and two or three crops can be matured annually on the same land. The climate is especially well suited for trucking. The latest killing frost on record in the spring occurred on April 21, and the earliest recorded in the fall, on October 27."

AGRICULTURE

The depredations of the boll weevil have been perhaps less felt in Horry County than in any county in South Carolina. The production of cotton has always been practically negligible, the average crop being around 10,000 bales. The invasion of the weevil has caused none of the frantic shifting to other crops which has characterized other sections of the State and South. Diversification has been the consistent policy of Horry farmers for a generation or more.

The chief money crop of the county is tobacco. The average crop totals some 15,000,000 pounds, 4,000,000 pounds of which are sold on the Conway market. The prices for tobacco until the last two years have yielded a splendid income to the farmers. As soon as the period of depression has been passed there is every reason to believe that the price for the weed will return to normal.

Some 30,000 barrels of Irish potatoes are shipped each year to Northern markets. Depending somewhat on market conditions, this crop has usually proved quite profitable and will doubtless become more attractive in the future. The soil survey bulletin, on page 11, makes the following statement:

"The production of Irish potatoes has increased materially as a result of the present demand for food products. The center of production is in the vicinity of Myrtle Beach, one farm near that place having over 300 acres devoted to the crop. Nearly every farmer plants from two to ten acres of potatoes. Growers estimate the profit in this crop from \$100 to \$150 an acre."

Horry County raises more than enough corn for home consumption. During the past few seasons corn has been shipped to other points, and the outlook is that the export of this crop will grow in coming years. According to the soil survey bulletin, the acreage of corn is almost equal to that of all other crops combined.

Another money crop of some importance is strawberries. The present season has witnessed the paying of splendid prices for berries. The revenue derived from this source is leading more and more farmers into planting a part of their lands in this crop. During the next season shipments will be made in carload lots from Conway and Loris. The soils of the county are especially adapted to berry culture.



Reading from Top—Ardmore Hotel; Grace Hotel.

Methodist Church and Epworth Hall Conway, S. C.



Presbyterian Church Conway, S. C.



Baptist Church Conway, S. C.



During the present season small acreages of lettuce, beets, onions, pepper, beans, and other truck crops, have been planted on an experimental scale throughout the county. It has been clearly established that any truck crop will thrive in Horry when given proper attention. Beans have been grown successfully on a large scale, one field of 185 acres having produced splendid results last year, as did smaller fields throughout the county. The production of sweet potatoes is of considerable importance, the area devoted to this crop having been trebled in the last ten years.

The raising of hogs and beef cattle is being undertaken systematically and with fine results. The mild climate and natural pasturage are factors which makes the profitable production of live stock assured.

MANUFACTURING

Conway is the seat of extensive manufacturing of lumber. The uplands of the county show a large quantity of pine growth, while in the bottoms and swamp sections gum, poplar, cypress and similar woods abound.

The Conway Lumber Company has been established here for many years and has developed into one of the largest mills in South Carolina, having a daily output of 100,000 feet. The Veneer Manufacturing Company, established in 1918, is one of the few mills in the United States devoted to the production of three ply boxes. This company has had substantial growth and is now running at full capacity. The W. H. Winbourne Company, organized in 1922, has built a large plant in Conway and is extensively engaged in the manufacture of building material, with plans for construction of fabricated houses. Many other smaller lumber mills are located near Conway.

The Quattlebaum Light and Ice Company, a Conway enterprise, furnishes electric current for dwellings and manufacturing enterprises in this section, and has extended its sale of ice over a considerable part of the Pee Dee country.

The Waccamaw River, on which these plants are located, permits them to secure raw material at a minimum of cost, and makes it possible to ship their product by water whenever desirable. At the same time the benefit of competitive freight rate with the railroads is secured. A tri-weekly boat schedule between Conway and Georgetown is maintained.



Reading from Top—Third Avenue; Elmwood Avenue; Eighth Avenue; Laurel Street; Seventh Avenue.



New York Cafe; Pastime Theater; Horry Hardware Company.

HIGHWAYS

Horry County stands near the head of the procession in construction of highways. A splendid highway stretches from Myrtle Beach to Gallivants Ferry, from south to north 42 miles across Horry County. This is part of highway number 38, which runs to Marion and makes connection with the main trunk highways of the State. From the North Carolina line near Little River a splendid highway extends in a westerly direction to the Georgetown county line. This is a link in a magnificent highway from Wilmington, N. C., to Georgetown and points south. From Conway by way of Green Sea and Whiteville there is a splendid hard surface turnpike proceeding to Wilmington. All of these highways pass through Conway, so that travelers from any direction are assured of a splendid drive by automobile to the county seat of Horry or to Myrtle Beach on the Atlantic Ocean.

RECREATIONAL ADVANTAGES

Horry County has a frontage of 50 miles on the Atlantic Ocean. One of the remarkable features of the county's growth has been the rapid development of its seaside resorts. Little River, Cherry Grove Beach and Myrtle Beach are all in Horry County, while Murrell's Inlet is just over the county line in Georgetown. Myrtle Beach is developing as rapidly as any watering place in the South Atlantic States. Its smooth, sandy beach on the rim of a great bay of the Atlantic Ocean offers unexcelled swimming and boating possibilities. A few miles off shore there is splendid salt water fishing, while nearby creeks or inlets present rare attractions for those in search of crabs, flounders and other sea food.

Little River, Cherry Grove and Murrell's Inlet, cozy seaside villages, sheltered by water oaks, and fringed by palms, offer an irresistible appeal to those in search of rest, as well as to the followers of Isaac Walton.

The Waccamaw and Little Pee Dee Rivers, which traverse the county, teem with black bass, blue bream, perch, and other game fish. Throughout the summer season batteaux patrol these streams, occupied by wielders of bamboo poles. The glistening strings of fish with which they return prove that all fish stories are not conceived in the brain of an Ananias.



Reading from Top—Tobacco sale; Tobacco wagons in line; Planters' Warehouse; People's Warehouse; Farmers' Warehouse.

For those who prefer the gun to the rod, Horry offers a rare assortment and abundance of game. For the upland hunter, partridges and doves may be killed up to the bag limit practically any day that one takes the field. In the lower part of the county nature has her own preserve of deer. Venison will grace the table of any man who can draw a bead who enters the woods and swamps to the music of a pack of hounds.

In the marshes and upland ponds along the beach, thousands of wild ducks and geese, driven south by the cold, feed on wild rice and wampee root. Those who can brave a freezing winter's rain when the season is on need have no fear of returning with empty bags.

COST OF LIVING

Conway is in the heart of a county populated by small farmers who grow vegetables, chickens, hogs and cattle for the local market, as well as for Northern markets. The early spring and late fall make it possible for truck crops to be brought to the Conway market from April to October. Residents of Conway have a varied assortment of vegetables offered them throughout the long summer at a minimum of cost. Wagons selling strawberries, beets, beans, peas, watermelons and other vegetables patrol the streets during this period, making sales direct to the housekeeper. Beef cattle fed on the native grasses of the savannahs during eight months of the year are sold locally at very cheap figures.

The Waccamaw and Pee Dee Rivers are favorite spawning places for shad. During the shad season this fish is sold to Conway housewives at figures that would amaze the dwellers of inland cities. Oysters, gathered along the fifty-mile stretch of sea coast of Horry County, are delivered in the shell in bushel lots direct from wagons of the fishermen or sold ready for cooking within twelve hours after being taken.

Conway is the logical place for those with Epicurean palates and modest bank accounts to live.



Reading from Top—Residence of F. A. Burroughs; Residence of W. A. Freeman; Residence of D. M. Burroughs; Residence of Dr. H. L. Scarborough.



Plant of Conway



r Company.



Reading from Top—Residence of M. G. Anderson; Residence of J. P. McNeill; Residence of A. C. Thompson; Residence of M. R. Smith.



Reading from Top—Residence of Ed L. Smith; Residence of E. J. Sherwood; Residence of D. A. Spivey.



Section 350 Acre Potato Field, Conway, S. C.



EDUCATION

An eleven grade standard high school, employing fifteen teachers offers to the boys and girls of Conway as adequate educational advantages as may be obtained anywhere in South Carolina. A recent bond issue of \$60,000 was successfully floated for the construction of a handsome addition to the present high school building. This entire issue was bought by a local company. Work on this is being rapidly pushed forward so that the building may be ready for use at the beginning of the next school term. A feature of this addition is an auditorium having a seating capacity of one thousand. An index of the attitude of Conway people toward education is to be found in the fact that only one vote was cast against the bond issue.

For those who desire business education the Motte Business College, a Conway institution, is prepared to give such instruction. Under the same management, successful business colleges are operated at Wilmington, N. C., and Florence, S. C.

At Aynor, eighteen miles from Conway, the Methodist denomination of South Carolina has established the Horry Industrial Institute, which gives a high class of instruction to those wishing industrial education. The Baptist denomination has erected at Wannamaker, 25 miles from Conway, the Pee Dee Academy. This school is young, but under its splendid management gives large promise for the future. Loris, a nearby town, is building a \$25,000 school building.

RELIGIOUS ADVANTAGES

The Baptist, Methodist, Presbyterian and Episcopal denominations have strong churches in Conway. All religious activities of the county center at the county seat. Conventions, district conferences, association meetings and meetings of other religious groups are frequently held at Conway and have proved highly stimulating to the religious forces of the county. A constant campaign of expansion is being carried forward. The Sunday schools of Conway boast of as large membership as any town of the same size in South Carolina.



Horry beef cattle.



Reading from Top—Tennessee Fearless Dutchman; Horry beef cattle; Dinner is served.



Reading from Top—Quattlebaum Light and Ice Company; Deitz Bros dairy herd; Horry beef cattle;
Part of highway to Myrtle Beach.



Reading from Top—Waccamaw River scene; Haunt of black bass; Kingston Lake; Cypress-bordered Waccamaw; Boat at Little River.



A day's catch on the Waccamaw.

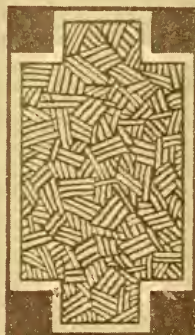
FINANCIAL

Four strong banks at Conway have proved an important factor in the development of the town and county. Throughout the entire period of depression these banks have been in splendid financial condition. The vision and progressive spirit which characterizes the management of these institutions have made their influence felt in fostering new enterprises and in promoting the agricultural interests of the county. Throughout the entire term of deflation there has been none of the rigid restriction of credit which has been felt elsewhere.

A building and loan association, having an authorized capital of \$250,000, has been a strong factor in making Conway a community of home owners.

MISCELLANEOUS

Conway has to a marked extent those advantages which contribute to comfort, convenience and a sense of security. The public health is carefully conserved. Skilled medical and dental service insure proper attention for those requiring treatment. Ample waterworks and sewerage facilities, mechanical fire fighting equipment, a local electric light and ice plant, and local telephone company, two excellent newspapers, a bakery, steam laundry, large sanitary dairy, a limitless supply of artesian water, well equipped hospital, modern wholesale and retail stores, paved sidewalks, and many other advantages make life in Conway as pleasant, full and varied as anywhere in South Carolina.



Reading from Top—Ducking boat on the Waccamaw; Waiting for snipe; Bringing home the drakes; Youthful paddlers; End of the chase.

MYRTLE BEACH

SITUATED fifteen miles from Conway on the rim of a great bay of the Atlantic Ocean lies Myrtle Beach, the premier summer resort of the South Carolina coastal section. The station of Myrtle Beach is a terminus of the Atlantic Coast Line Railroad operating from Elrod to Myrtle Beach. This line makes connection with northbound and southbound trains of the Atlantic Coast Line from New York to Florida. Myrtle Beach also forms a terminus of a branch of the national highway stretching from Myrtle Beach to Marion and connecting with all the important highways of the State.

The development of a splendid group of highways throughout the Pee Dee section has contributed largely to the rapid growth of the resort. From practically any point in North or South Carolina those who wish to visit the beach may avail themselves of sand clay turnpikes which offer a continuously smooth and comfortable trip. Bus lines have been quick to realize the importance of the beach traffic and now make connection with trains at Marion and Mullins and convey passengers direct to the resort.

HOTEL FACILITIES

The Myrtle Beach Hotel was built some years ago and has undergone frequent remodeling to meet needs of increased patronage. In 1920 an annex to the hotel, having some fifty rooms, was constructed. Throughout the past two seasons the hotel has been taxed to capacity and the probability is that another hotel, or extensive additions to the present plant, must soon be built.

Hotel and annex overlook the surf, board walks connecting the buildings with the strand.

Fishing boats of the hotel take the water each morning, returning in the afternoon after a full day's fishing on the rock-like formations ten or twelve miles off shore. Hundreds of rock and black fish and other edible species are daily caught for consumption at the hotel. The surplus is sold to occupants of the long rows of cottages which stretch along the strand.



The Strand at Myrtle Beach.



Reading from Top—Hotel Pavilion; Myrtle Beach Hotel; Annex to hotel.

The Myrtle Beach Farms Corporation, which owns and operates the hotel, also owns a truck farm of some 500 acres within a half mile of the hotel. Irish potatoes, beans, beets, lettuce and other vegetables are grown in sufficient quantity to supply the hotel lavishly, as well as for exportation to Northern markets. The sea food and truck crops with which nature has blessed Myrtle Beach enable the hotel to provide a splendid cuisine for its guests.

A dancing pavilion adjoining the hotel has been very popular with the young people who visit the beach. This pavilion is undergoing enlargement and will be sufficient to care for twice as many dancers during the season of 1922 as heretofore. A splendid string orchestra is engaged by the hotel management.

RESORT ATTRACTIONS

The surf and strand of Myrtle Beach are ideal for swimming. Situated on the rim of a great crescent shaped bay of the Atlantic Ocean, the beach is somewhat sheltered from rough water. There is little of the tug and pull of cross currents which wear and wash beaches in more exposed positions. The strand is smooth and hard, making a fine driveway for automobiles at low tide. Competent life savers are employed by the management, but the smoothness of the ocean's bed and the relatively gentle action of the waves reduce the element of danger to a minimum.

Off shore some miles is to be found fine fishing for those who can brave a broiling sun and mal de mer. The fishing is usually done at a point above formations of rock which are gathering places for several species of fish. Fishermen use two or three hooks to the line and fish some hundred feet or more below the surface.

Closer inland in the early fall salt water trout may be caught just beyond the breakers. When schools of these fish appear fine sport may be enjoyed with rod and line.

Mullets begin to make their runs along the beach while the summer season is on and great sport is enjoyed by net fishermen. Crabs and flounders may be taken from creeks and inlets only a short distance from the hotel. Myrtle Beach is close to the Waccamaw and Pee Dee Rivers, splendid game streams, and those stopping at the hotel or at cottages may have fresh water fishing at the end of a half hour's run by automobile.



Reading from Top—Myrtle Beach Yacht Club; Myrtle Beach Cottage; Club girls at Myrtle Beach; Board walk and cottages; Myrtle Beach cottage.

MYRTLE BEACH YACHT CLUB

Situated at the northern extremity of the rows of cottages which stretch for a mile along the beach stands the handsome new \$40,000 building of the Myrtle Beach Yacht Club. This building, which is the property of club members from Conway, Florence, Marion, Mullins, Darlington and other towns of the Pee Dee section, is a four story structure, equipped throughout with every modern convenience. Parlors, shaded porches, ball room, dining room and forty bed rooms are its principal features. A light, airy building within a stone's throw of the water's edge, the club will doubtless prove one of the most attractive features of the beach. A pier extends from the club building to a point beyond the breakers. At the extremity of this pier high above the waves a pavilion offers a constant invitation to those who worship at the shrine of Terpsichore.

CONVENTION CENTER

Myrtle Beach is rapidly becoming one of the convention centers of South Carolina. For some years it has been used by South Carolina Methodists for a strong Sunday school training institute. Home demonstration workers of the Pee Dee annually hold training schools there. For the present season a meeting of the bankers of Group Six of the State Bankers Association, the Calhoun Highway Association and the South Carolina Press Association are already scheduled.

Methodist and Baptist denominations have built artistic and commodious chapels at the beach, so that more and more religious conventions will be brought to Myrtle Beach.



Reading from Top—The surf at Myrtle Beach; Cars parked at hotel.

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