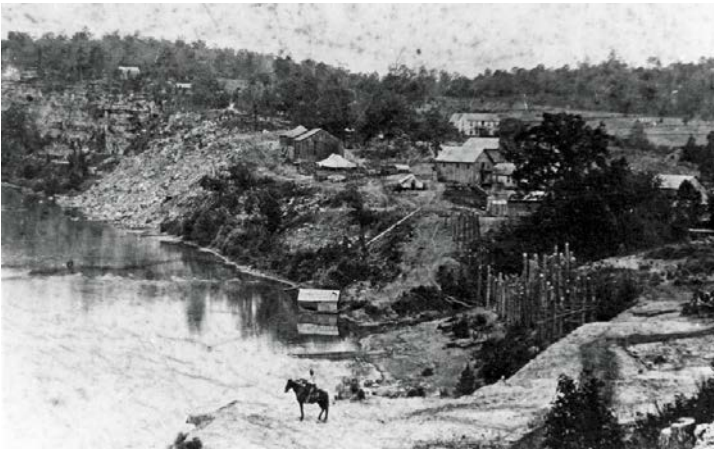


## Boom Town 1902-1967



In 1902, Calico Rock was little more than a village. There were two stores, a post office, and a hotel.

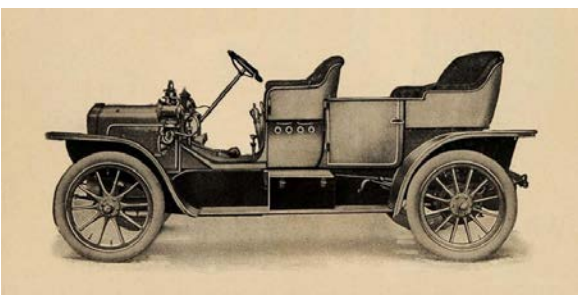
After the **first train** arrived on **August 24, 1903**, the town became a major trading point. A planer mill, second bank, more stores, churches and school buildings were built.

On **January 24, 1905**, the city of Calico Rock was formally **incorporated**.

By 1907, it was common for **100 wagons** to be loaded with logs or dressed lumber at the planer mill.



The first automobile, a **White Steamer**, arrived in 1910 owned by Mr. Harry E. Brown.



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## ***The Calico Rocket*** **1903-1904**

The first newspaper in Calico Rock was published in 1903 by T.T. Frazier. *The Calico Rocket* was short-lived. On August 18, 1904, the Bank of Calico Rock bought the paper and changed the name to *The Calico Rock Progress*.

This is the only original edition of *The Rocket* known to have survived. It is on loan to the museum by Dean and Peggy Hudson.

In the February 18, 1904 edition, the following ad was published:

***Don't come to town  
with your pocket  
full of "rocks"  
and fail to go out  
with a "Rocket"  
in your pocket.***

Another ad read:

***All the good roads  
in the country lead  
to Calico Rock.***

## Willy Garner's Diary

Born in 1858, **William “Willy” Garner** moved to Calico Rock in 1905. His brother, J.T. Garner, found success in town as a merchant. Willy was a “jack of all trades.”

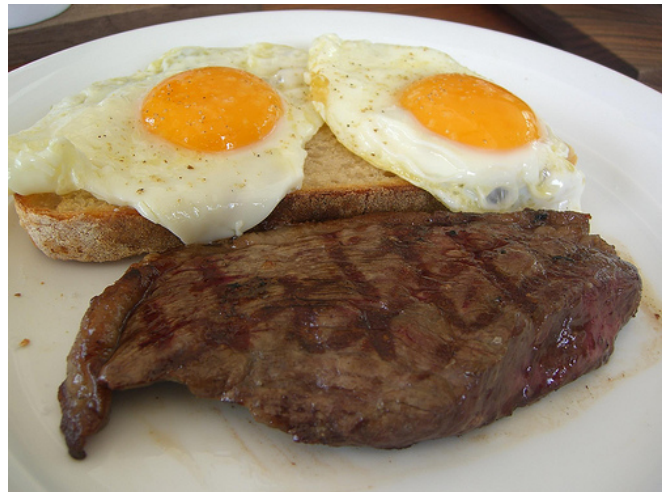


Willy kept a **diary**, mostly in **hotel ledgers**. He speaks about the weather, births, marriages, deaths, family gatherings, travels, and all manner of daily living.

Mr. Garner recorded school plays, picnics, and traveling shows.

He enjoyed **traveling**. A trip to Melbourne took the day and required an overnight stay.

In 1916, he bought a **steak and eggs for 35 cents** on a trip.



He recorded the death of **Garrett Thompson** who suffered a tragic accident at the gin on August 13, 1913. The saw took his arm off and he died the next day.

## World War I



On **April 6, 1917**, the United States declared war on Germany and entered World War I.

**Boys 21-31** began registering for the war on June 5, 1917.

Izard County provided **360 men** in uniform service to our country. **Twenty** of them never came home.



**Mr. E.C. Rodman**, the State Bank of Calico Rock teller (similar to a modern day bank president), left his post to serve in the war. He returned to his job after the war.

**Armistice Day**, ending the war, was November 11, 1918.

# The Roaring Twenties

The Hillbilly Café operated on Main Street for many years. Here is a sample of the menu from 1926:

**Bowl of Chili**  
**Hamburger**  
**Soda Fountain**  
**Pie**

**Dime**  
**Nickel**  
**Nickel**  
**Dime**



A stay at the bed and breakfast cost **\$1.50** per night with a home-cooked breakfast the next morning.

A pair of **Brogan shoes** cost **\$1 a pair** while **split leather shoes** could be bought for **75 cents**. **Panty hose** cost a **dime** a pair.



# The Great Depression

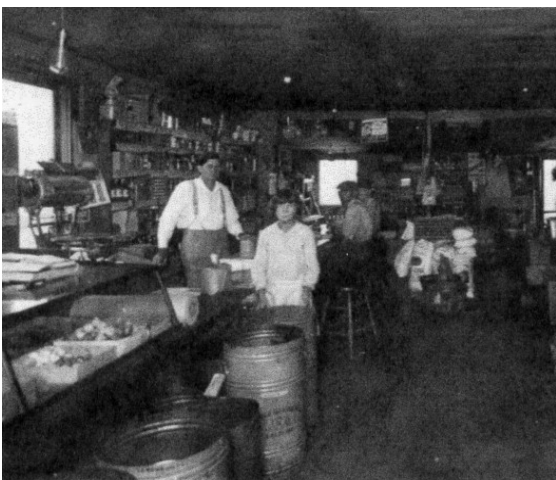


The **stock market crashed** on September 4, 1929 setting off the Great Depression. Beginning in 1932, President Franklin Roosevelt approved a series of laws designed to save the country from the Depression.

During the Depression, there were **two classes** of people—those who had and those who had nothing. Those who had nothing were left to cry in the streets.



The drought of 1934 that created the “**Dust Bowl**” in the Midwest was equally severe in Calico Rock. People would have starved to death if it hadn’t been for “**jot em down**” stores who let people buy on credit.

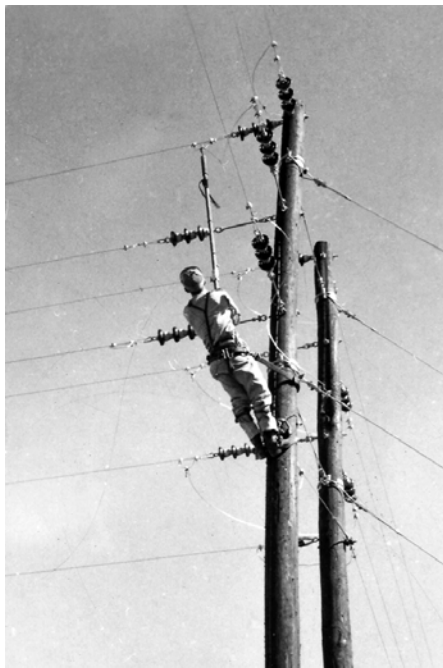


## The Great Depression

Land prices **plummeted** in 1933. A cabin on 50 acres with a small barn, cistern and spring cost \$200. Few had the means to buy land, though.



The Works Progress Administration ran a **sewing factory** in the Cumberland Presbyterian Church loft in the late 1930s. For a short time, there was a **pencil making factory** in town.



The government began hiring men to build **rural electric lines**. The local rural electric lines were energized in 1939.

## World War II



World War II began in 1939, but the United States remained neutral during the first two years. The U.S. neutrality ended when the Japanese attacked **Pearl Harbor, Hawaii**. President Franklin Roosevelt declared **December 7, 1941** would be a day that would remain in infamy.

During World War II, Izard County provided **1,300 men** to the service of our country. There were **40 casualties** during the war.

**Private Otis Leo Ivie** was one of local men who died in the war. Ivie died in a fox hole during the Allied attack at Anzio Beach in Italy.

Hudson Lay, of Flat Rock, recounted the attack in a letter to Private Ivie's wife:

*We landed at Anzio February 13<sup>th</sup> and rejoined our unit that night. Things were pretty bad there. Jerry (Germany) was throwing about all he had at us. We never knew when we would have to dive in our dugouts (foxholes) to try to get away from bursting shells.*

Private Ivie was killed coming out of his foxhole. He was hit with shell fragments from artillery that landed near him.

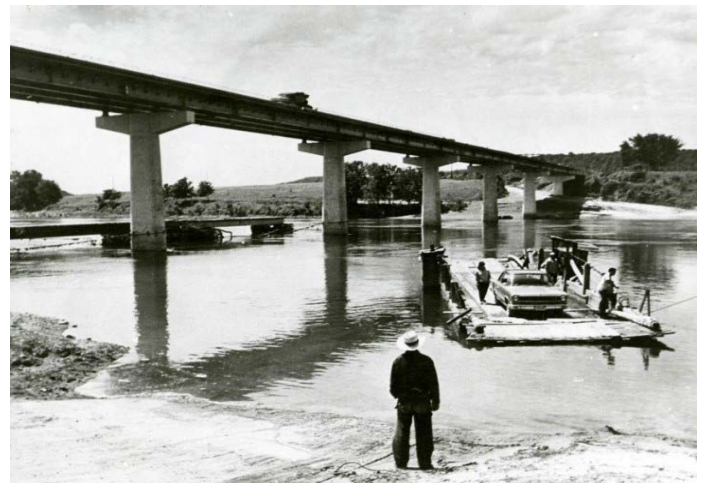
## White River Bridge



In the early days, a wall stood in the middle of today's Main Street. The road was called **Wall Street**. In 1945, the wall was removed and the street became Main Street.

The contract to build the substructure of the **White River Bridge** was awarded on October 28, 1964. The contract for the approaches to the bridge was awarded on July 28, 1965.

The bridge was completed in 1965 and officially dedicated on August 12, 1966. **Governor Orville Faubus** dedicated the bridge despite a rain storm that day.



The bridge spans **813.13 feet**. The cost of the bridge was **\$428,200**. It was built by the Forsgren brothers, who built the bridges over Calico Creek and Piney Creek.

Under certain conditions, the **ferry** can still be seen sunk in the river on the Stone County side of the bridge.

## Calico Rock Ice & Electric Plant

**H.W. Wright** opened the Calico Rock Ice & Electric Plant in 1931. Eldon Garner was the first plant operator. **Lester Watts** and his son, **Aubrey**, began operating the plant when Mr. Garner became a lineman.

The plant operated 24 hours a day, seven days a week. Lester and Aubrey each worked **12 hour shifts**.

The first **electric generator** was one Fairbanks-Morse diesel engine. Each of the two cylinders was 3 feet in diameter. Each piston, rod and cap weighed 4,000 pounds. The unit was 8 feet high and the flywheel was 12 feet high.

Later, a second and third generator was added. The units were DC and an alternator converted it to AC. The plant produced **7,620 volts**.

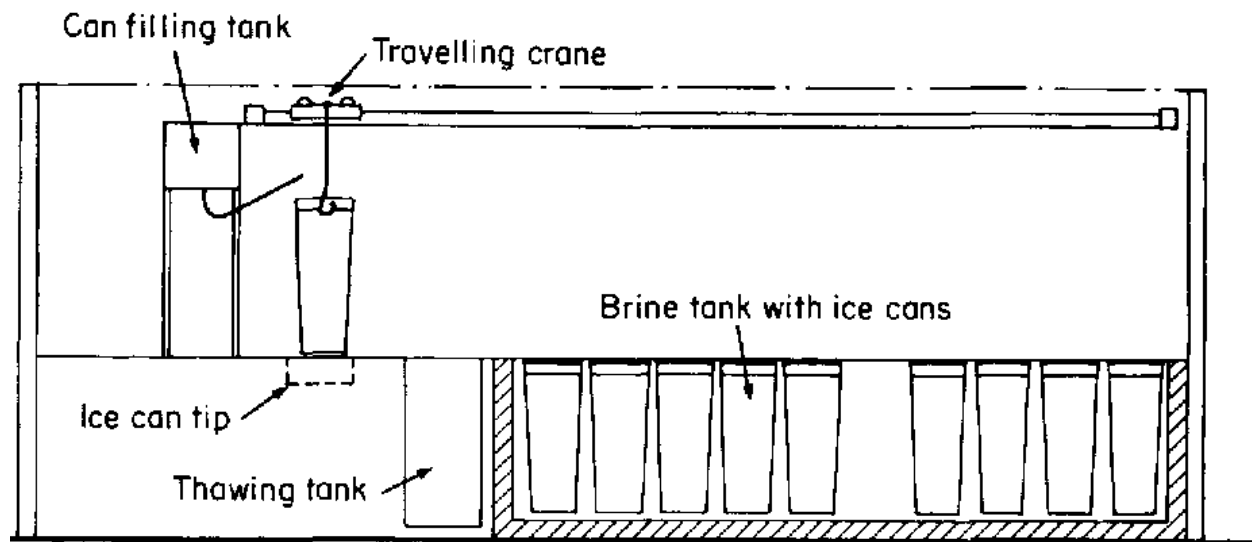
**Ice production** was powered off the power shaft of the engines generating electricity. Water was pumped from a well behind the plant into four large wooden tanks. The water then filled “cans” where the ice was formed.

The water was frozen in the cans as a compressor pumped **ammonia** fluid into coiled pipes. Under pressure, the ammonia became a gas. **Salt water** was “dripped” onto the compressor and coils to keep them from overheating.

The water in the cans was **constantly agitated** and forced air applied to remove all air from the water to keep the ice from being white.

## Calico Rock Ice & Electric Plant

There were 12 rows of 12 cans in each row for a total of **144 cans** to freeze ice. Each can produced a **300 pound block** of ice. The can was hoisted in a room temperature vat of water for a few minutes to loosen the ice block. The ice block could then be removed from the can.



The 300 pound block was sawed into 100 pound blocks and hauled throughout town. Folks **ordered ice** in 75, 50 or 25 pound blocks using a sign in their window. One of these signs is on display on the front porch of our cabin in the visitor center.

## Calico Rock Telephone Exchange

In the early years, everyone who had a telephone was on a “**party line**.” Everyone was on the same line. Anyone could listen in on anyone’s conversation by simply picking up the phone.



To ring someone, you called “**central**” or the telephone exchange by turning the ringer one time. You could ring someone directly by **turning the ringer** the number of times that corresponded with their phone number.

The rings went off at every telephone, so anytime someone rang the phone everyone picked up to listen.

To make a long distance call, the operator had to “**plug you in**.” The operator had to listen to the call to know when the call was finished and could be “**unplugged**.”



## **Boomtown 1902-1967**

- 1902** **Garner Hardware first to open since fire of 1897**
- 1903** **Bluff City Bank established**  
***The Calico Rocket is established***
- 1904** ***The Rocket becomes The Calico Rock Progress***
- 1905** **City of Calico Rock incorporated**
- 1910** **Harry Brown drove the first car in town**
- 1912** **Peoples Bank of Calico Rock established**
- 1914** **Banks Merge forming Bank of Calico Rock**
- 1923** **Locomotive spark fire destroys 28 buildings**
- 1924** **Highway 56 constructed**
- 1931** **Calico Rock Ice and Electric Company opens**
- 1935** **Calico Rock Water System installed**
- 1939** **Rural electric lines laid**
- 1946** **Main Street reconfigured (wall removed)**
- 1966** **Highway 5 Bridge over White River dedicated**