

New St. Clair FB President Has Help From Whole Family

Charles L. Jarrett, Route 2, Ashville, Alabama, is the new president of the St. Clair County Farm Bureau. He is married to the former Peggy Smith of Birmingham. They have two daughters and a son, Charlotte, Sandra and David. Charlotte is a Sophomore at Samford University. She is one of two having the highest grades in her Freshman year. Sandra is a Senior at St. Clair County High School, Odenville, where she is a straight "A" student. David is also attending St. Clair High School. He is in the 7th grade.

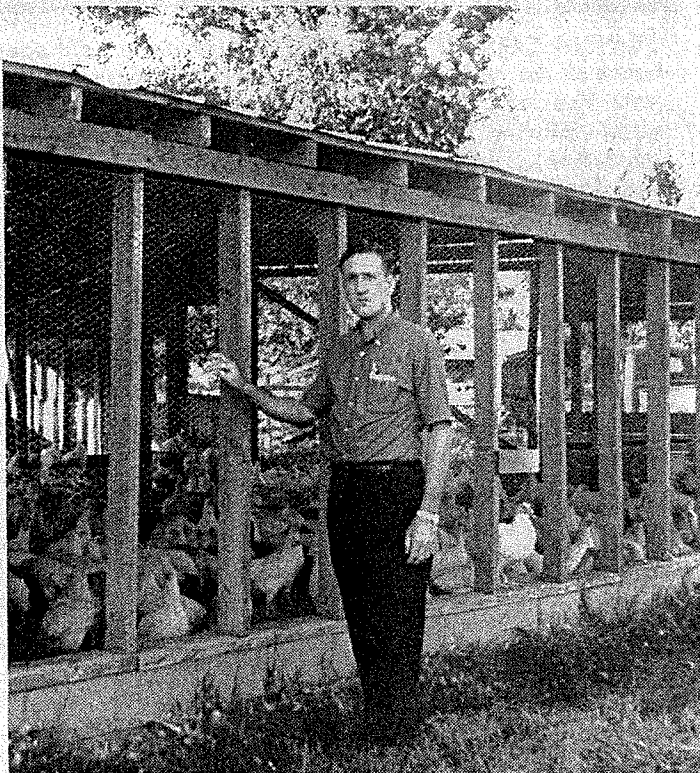
After high school, Mr. Jarrett served 14 months in the Marine Corps. Upon his release he bought the farm he now lives on. He was the youngest man ever to get a G.I. Loan. He farmed until 1949 then entered Auburn University and was there through 1951. While attending college he worked for Professor John Goodman also for a commercial poultry farm and at Peppereil Mills.

Mr. Jarrett left Auburn for the Civil Service where he had a supervisors job until 1956 when he came back to St. Clair County. After his return he farmed and taught school for two years before re-entering Auburn in 1958. While at Auburn he was a member of the Ag Council and the Block and Bridle, Livestock and Poultry Clubs. He was a member of the honorary fraternities, Alpha Zeta, Gamma Sigma Delta and Phi Kappa Phi. He graduated in 1959 with a B.S. in Poultry and Animal Husbandry.

After graduation he went to the University of Virginia on a National Science Foundation Scholarship. At the University he received his Masters Degree in Math and Science. He returned to St. Clair County High as a math teacher and runs a poultry and beef cattle farm where he raises replacement pullets. The farm is a family affair and they have no hired labor.



A FAMILY AFFAIR is the Jarrett farming enterprise. With one member away at college, others pose at their attractive home on Route 2, Ashville.



MEET THE PRESIDENT of the St. Clair County Farm Bureau: Charles L. Jarrett, poultry and cattle farmer, and teacher.



Attend Class Of '62 Reunion

Attending the 1962 class reunion on June 18, from left to right, are: Carol Albright Jeffreys, Mr. and Mrs. Harvey Haynes, Mr. and Mrs. Jerry Dill, Mr. and Mrs. Mike Lee, Mr. and Mrs. Adrick Goodgame, Mrs. Rick Barber, Mr. and Mrs. Jimmy Howard, Mrs. Bob Parrish, some members of the class, who attended the reunion, are not pictured.



HERE'S HOW THE WELL-DRESSED GRADUATE LOOKED ... Back In 1920, That Is

Pictured above are members of the Class of 1920, Cropwell High School, which held a reunion last week at the home of

Mr. and Mrs. Cecil Gray, Sr., in Pell City. From left to right, they are: Sally Boley Goodwin, Elizabeth Knight Scott, Mary

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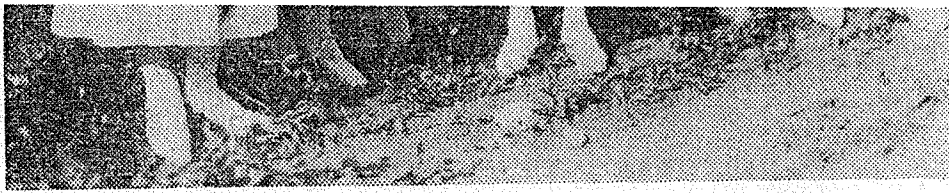
Class Of '20 Reunites —All Six Of Them

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The six ladies, shown above in their graduation picture, met on the birthday of one of the members, Mrs. O. B. Morris of Riverside, and spent an enjoyable two hours reminiscing and

Algebra, Plane and Solid Geometry, Rhetoric; Ancient, Medieval and Modern History and History of England; the works of Shakespeare and Dickens and other English writers and Literature.

All members of the class attended college. Two, Miss Mary Mays and Mrs. Elizabeth Knight Scott, went to Judson College. Miss Mays, after graduating from Judson, attended Randolph Macon College in Virginia later became a buyer for a



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There are several remarkable aspects about the class which graduated 48 years ago, perhaps the most notable being that all six and their teacher are still living and active in public affairs.

For instance, four of the six went to high school, and one is still in high school. All acquired third grade teachers' certificates after they had finished the eighth grade at Cropwell.

THEY WERE taught a variety of subjects by one teacher — Mr. Gibson — including English, Grammar, Arithmetic, Agriculture, Health, Spelling, Reading, Geography, Alabama and United States History; first year Latin, Cicero, Caesar,

Algebra, Plane and Solid Geometry, Rhetoric; Ancient, Medieval and Modern History and History of England; the works of Shakespeare and Dickens and other English writers and Literature.

All members of the class attended college. Two, Miss Mary Mays and Mrs. Elizabeth Knight Scott, went to Judson College. Miss Mays, after graduating from Judson, attended Randolph Macon College in Virginia later became a buyer for a large Baltimore firm.

Three attended Florence State Normal School. They were Mrs. Ethel Boley Morris, Mrs. Annie Scott Stephens and Mrs. Addie Scott Gray. Mrs. Stephens, then Miss Annie Scott, graduated from there, later taught in various counties throughout the state. She is now employed as bookkeeper at Pell City Rexall Drug Co.

Mrs. Addie Gray reared a family of three and, after 40 years, graduated from Alabama College with a major in Social Science and a minor in English. She is now teaching third grade at Iola Roberts School.

THE OTHER members of the class are homemakers.

Another unique aspect is that

Cont'd To Back Page

FIRST SECTION

At Logan Martin Dam— *St. Clair News-Aegis*

Amphitheatre Site Of Open-Air Concert By B'ham Pops Orchestra

Plans are underway for an evening of music to be presented by the Birmingham Symphony Pops Orchestra at the new Logan Martin Dam Amphitheatre on Saturday night, August 5.

This program of music "under the stars" is being made possible through the efforts of Otto Miller, Alabama Power Co. vice president, and will be presented under the co-sponsorship of the Talladega Music Club, Greater Pell City Chamber of Commerce and Childersburg civic clubs.

Under the direction of Walter F. Moeck, the famous Birmingham Pops will begin its varied program at 8 p.m. in an unusual setting at Logan Martin Dam.

The Amphitheatre was created by Alabama Power Co. in the construction of the Dam, and affords

Always a popular cultural attraction, the Pops Orchestra is expected to draw several hundred listeners from areas close by Logan Martin Lake.

The Pell City C of C voted its financial support of the event at a special board meeting Monday, and appointed A. G. Keller to head a committee which includes Charles Abbott and John Baker, Pell City Jaycee president.

"Pell City is indeed fortunate," Mr. Keller said, "in having an opportunity to join in presenting an event of this type to the area, and it is hoped that the entire community will help make the occasion a big success."

There will be no charge for the evening, but those attending are advised to bring chairs and/or cushions for their comfort. Civic groups will sell refreshments

AID TO THE RED ENEMY

Selling Guns To The Enemy

As any American who has ever read a book or seen a Western movie can tell you, the lowest and most despicable of all creatures in nineteenth century America were those greedy and conscientious men who sold guns to the hostile Indians.

There was, of course, a very good reason for this; the Indians were certain to turn right around and use those guns to kill men, women, and children. Therefore, any man who sold guns to the Indians was, in actuality, killing his fellow Americans and our forefathers had

the good sense to recognize this and to deal with those who traded with the enemy with great harshness.

Times have changed!

At this moment, in an American factory, goods and machinery are being manufactured that will be sold to Soviet enemy & its satellite-allies.

While these goods and machines are "non-strategic" in the sense that they are not actually guns or ammunition, they come close enough to be called "aid" to the enemy. For example, among the items licens-

ed for export to the Soviet enemy and its allies are radioactive isotopes, rifle cleaner, all sorts of chemicals and petroleum products, automotive parts and a host of other things without which modern warfare cannot be waged. Moreover, even in those cases where the goods or machines cannot be used on the battlefield itself, the fact we are supplying them to the Soviets makes it possible for the Reds to use the productive capacity that would have been needed to manufacture them for out-and-out war production.

All of this is obvious that, round-about, a situation has arisen in modern day.

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THE RED ENEMY

Selling Guns To The Enemy

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All of this makes it pretty obvious that, in a somewhat round-about way, the Administration has got itself in the position of selling guns to the modern day "red men."

Protests against this sort of thing have been heard in Washington but they have been both feeble and disorganized. Courageous and sensible members of the Congress like South Dakota's Senator Karl Mundt, Representative Glenard Lipscomb of California and Indiana's Representative Ross Adair have fought the Administration's

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St. Clair News-Aegis, Thurs. July, 27, 1967

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"Bridge-Building to the East" policy. They need help in the fight, however.

That help is now forthcoming.

An organization is being formed around the nation to combat aid to the Soviet enemy. Known as the Committee to End Aid to the Soviet Enemy (CEASE) it is seeking at least ten million signatures on petitions protesting such aid. It also plans a massive educational campaign designed to warn against the dangers involved in aiding the Soviet enemy.

The Committee's National

Chairman is former Connecticut Governor and U. S. Ambassador John Davis Lodge. On its Board of Sponsors are such distinguished Americans as the former Chairman of the Joint Chiefs of Staff, Adm. Arthur Radford, USN (ret.), former Senator William F. Knowland, Adm. Arleigh Burke and General Arthur Trudeau.

CEASE is now engaged in the formation of State organizations which will carry out the enormous job of getting the ten million signatures and of raising such funds as are required to

carry out CEASE's ambitious educational campaign. Funds to finance CEASE, according to Governor Lodge, are being raised among millions of small contributors rather than in appeals to a handful of wealthy donors. Lodge says this is being done in order to dramatize the tremendous popular support CEASE enjoys and thus to lend weight to his demands for an end to aid to the enemy.

CEASE National Headquarters are located at 1061 National Press Building, Washington, D. C. State headquarters will be announced when established.

Special
PELL CITY
Edition

The Birmin

79th Year—Vol. No. 63

Birmingham, Ala., S

Economy surges upward

Lake puts 'gold' into community

PELL CITY, May 14 — A few short years ago, the chances for industrial and recreational progress here were very slim. But like in any community the outlook can — and sometimes does — change overnight.

And that's happened in Pell City, as the economy changed overnight — and for the better. Today the future holds nothing but continued growth and prosperity in both industrial, economic and recreational development.

The upsurge, something much less than the gold strike that sent California uphill economically, but equally important to the people here, started a few months ago when the sprawling Lake Logan Martin was impounded.

AND THE COMMUNITY, as well as St. Clair County, hasn't lagged behind in the least in developing its newly created gold mine.

Already the lake has resulted in some \$3 million in construction costs on recreational facilities along the shoreline. Most of this

figure has gone directly into the St. Clair County economy, through the purchase of building materials.

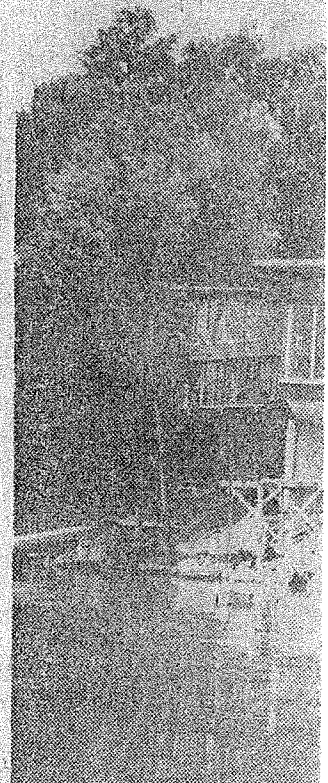
And residential building has also helped to build the economy. Already more than \$3 million, possibly more, in home have been constructed on the lake.

While these vast sums have been placed in developing St. Clair County's gold mine, many of the areas, those not accessible by automobile, are still not developed.

But with the assistance of the County Commission, headed Hoyt Hamilton, plans are presently being made to construct access routes wherever feasible.

SECLUDED IN MOST areas, Lake Logan Martin offers quiet surroundings, the peaceful atmosphere the busy businessmen seek on the weekend.

There's fishing, boating, swimming, skiing, and the old-fashioned way of enjoying a weekend — sitting quietly alongside the shoreline watching the boats speed past.

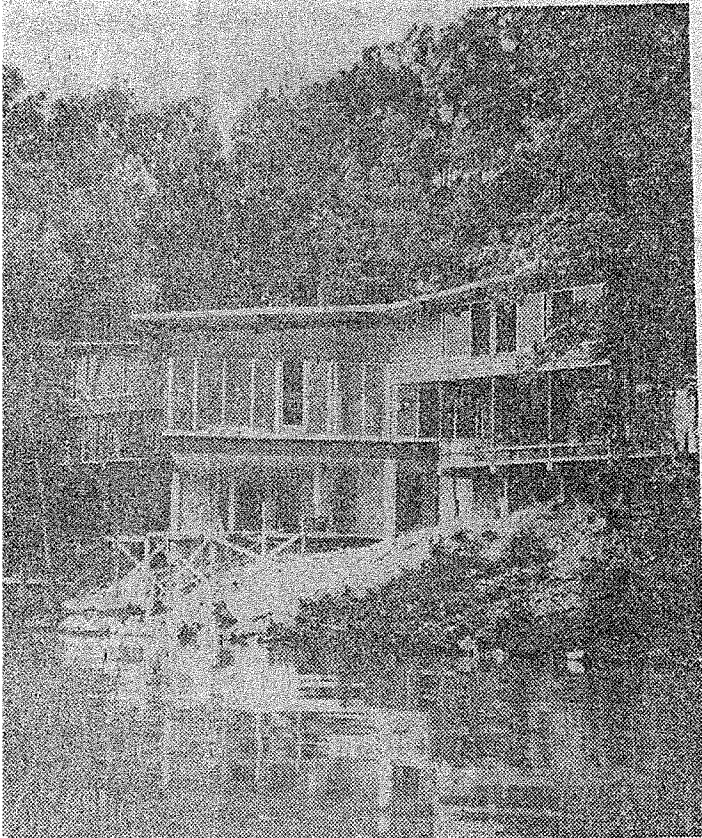


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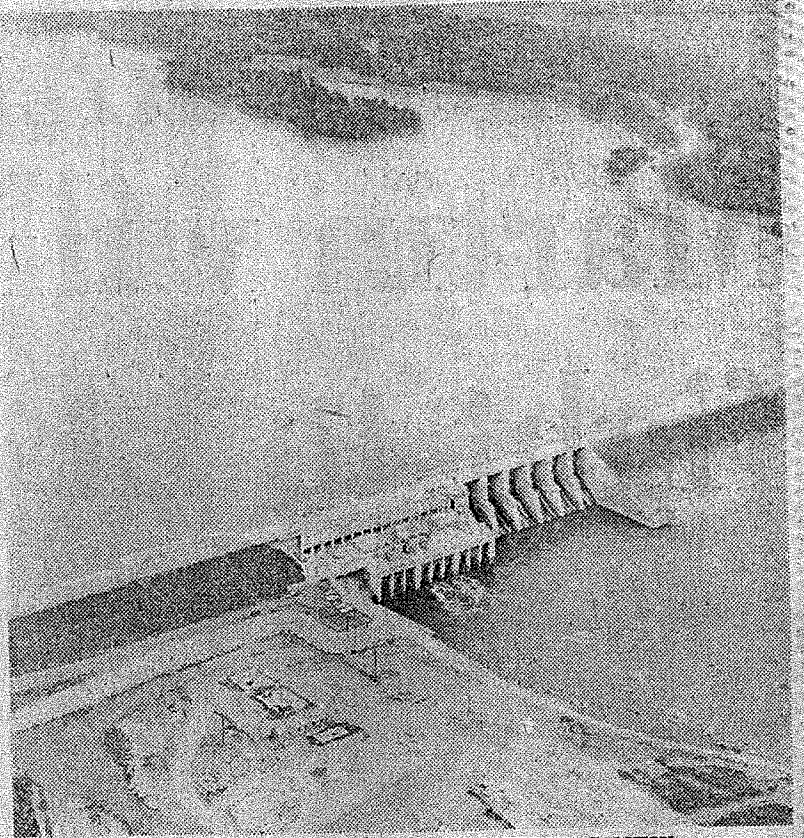
Birmingham News

Special
PELL CITY
Edition

Birmingham, Ala., Sunday, May 15, 1966



UNUSUAL DESIGN DOTS LAKEFRONT
... This home cost about \$75,000



HERE'S THE START OF SOMETHING NEW
... Sprawling Logan Martin Dam



JAYCEES LOOK FORWARD TO PELL CITY'S PROGRESS

Littleton Yarbrough, left, Nat Riddle, Forest Walls, Clifford Custred, Charles Lockridge, and Jimmy Simpkins

Jaycee membership means hard work

PELL CITY, May 14. — Combine a lot of hard work with a little play and the result is a civic club.

But triple the amount of work, and subtract about 75 per cent of the play and the result is the Pell City Junior Chamber of Commerce.

BECAUSE THAT'S all this group of 26 young men know to do — practically all work, and no play.

The end product of their work, however, is worth every minute they put into their projects. When they see the broad smiles of some 65

youngsters who they play host to at Christmas, this is all the thanks they need. Nothing else is necessary.

And when they see their efforts move their community forward, this, too, is their reward, because this in itself is their primary aim — to better their community.

PELL CITY Jaycees have various projects which they count on for funds to conduct their many worthwhile projects. For instance, the annual Christmas Tree Sale,

the Halloween candy sale and several dances helped to finance their many worthwhile projects.

The greatest financial asset to the club, however, is the sale of *The Birmingham News* each year. Last year the group, headed by Clifford Custred, netted some \$350 which they put to good use in the community.

Other officers of the group are: Charles Lockridge, and Richard Guthrie, vice presidents, Jimmy Simpkins, secretary, and Duke Harmon, treasurer.

WOULD CUT INSURANCE COST

Hiring of two firemen pondered by Pell City

PELL CITY, May 14—More insurance dollars are to remain in the pockets of Pell City residents if municipal planning materializes.

Mayor Odis Perry said authorities are examining the possibility of employing two full-time firemen to maintain the city's fire force on a 24-hour per capita basis.

At present the city's fire department is voluntary, but the addition of the two-man force plus the 25-man volunteer force would reduce considerably the home insurance of Pell City residents.

THE REDUCTION would be as a result of the reclassifying of the fire department's classification.

Adding the paid firemen to the force," Mayor Perry explained, "would enable them to have the fire truck at the scene of a fire by the time the volunteer men arrived.

This, in effect, would provide greater fire protection for the hundreds of residents in the area," he added.

Explaining that Pell City is "one of the best volunteer fire departments in the state," Mayor Perry said that the addition of two full-time firemen would cost the city about \$500 monthly, but added that he thought the expenditure was justifiable.

MAYOR PERRY said all department equipment is owned by the city and that the addition of two men would pay for the department's classification, reducing fire insurance rates by some 15 to 20 per cent.

have benefit of fire and police protection as well as garbage pickup services.

While the population is growing steadily, municipal leaders are expecting it to continue at its present rate, making Pell City the ideal city in Alabama.

In other municipal developments, municipal leaders are contemplating installation of a water main to recently annexed areas which include a large number of residential sections near Logan Martin Lake.

However, Mayor Perry was quick to point out that the installation depends entirely on whether municipal leaders can obtain federal assistance in the estimated \$290,000 project.

"If the grant is made to Pell City," Mayor Perry said, "then by all standards it would be feasible for the city to install the water main to the newly annexed areas."

THE RECENTLY annexed area includes most of the Cropwell community, some several miles south of Pell City. The addition of the area to the city limits, accounted for a sizable increase in the city's population.

Mayor Perry said the 1960 census indicated that Pell City's population was 4,160, but that the annexation increased the number of residents to something like 5,000 to 6,000.

Already the annexation has caused municipal leaders to extend many services to residents of this area. They now

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JUNIOR HIGH SCHOOL, GYM BEING BUILT

a politically minded

Education needs being filled

PELL CITY, May 14 — Education has been foremost in the minds of Alabamians for many years, but despite efforts to upgrade it, very little has been done.

However, Pell City residents, realizing the value of a modern school system, have taken the needs of their city into proper perspective and are steadily forging ahead in this field.

CONSTRUCTION IS under

way on a new \$345,000 junior high school here which will provide modern facilities for some 480 Pell City youngsters, and this fall, for the first time since 1945, Pell City High School will have use of a modern, regulation size gymnasium-physical education building which will cost \$116,000.

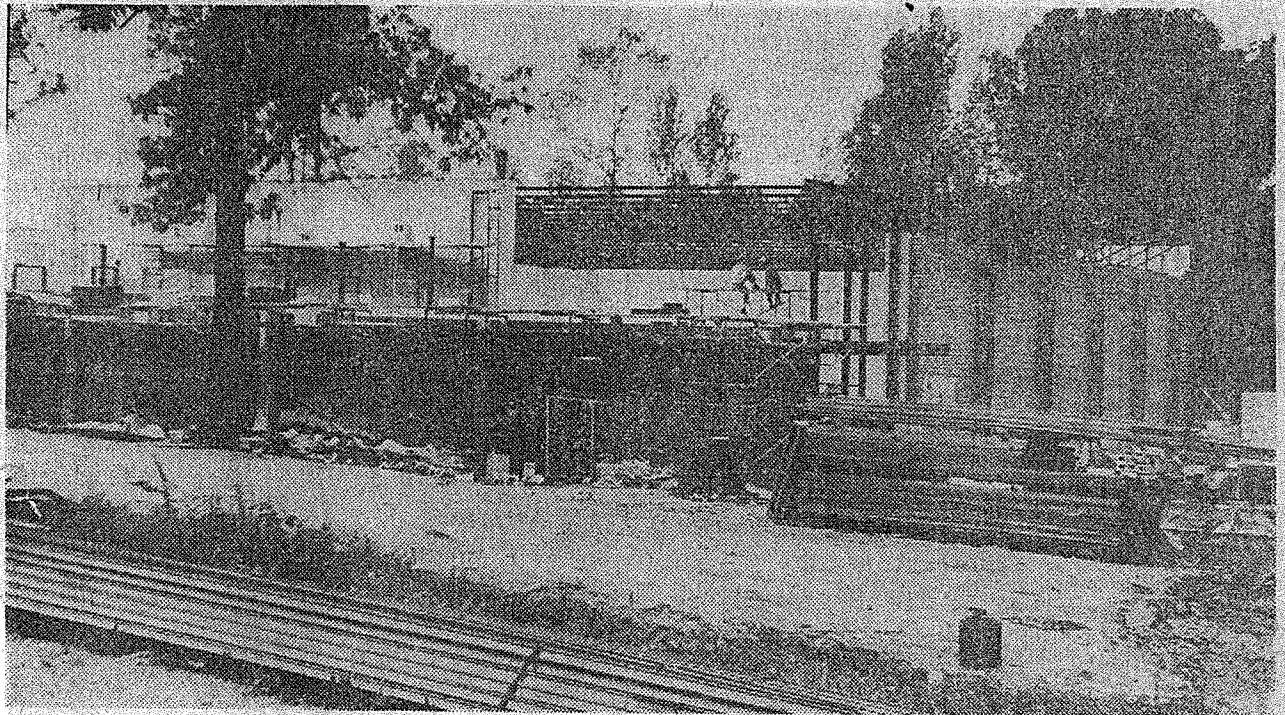
The completion of these two projects will for the first time in the city's history, put the

system in buildings owned by the county. The junior high school previously has been holding classes in a building owned by Avondale Mills Company.

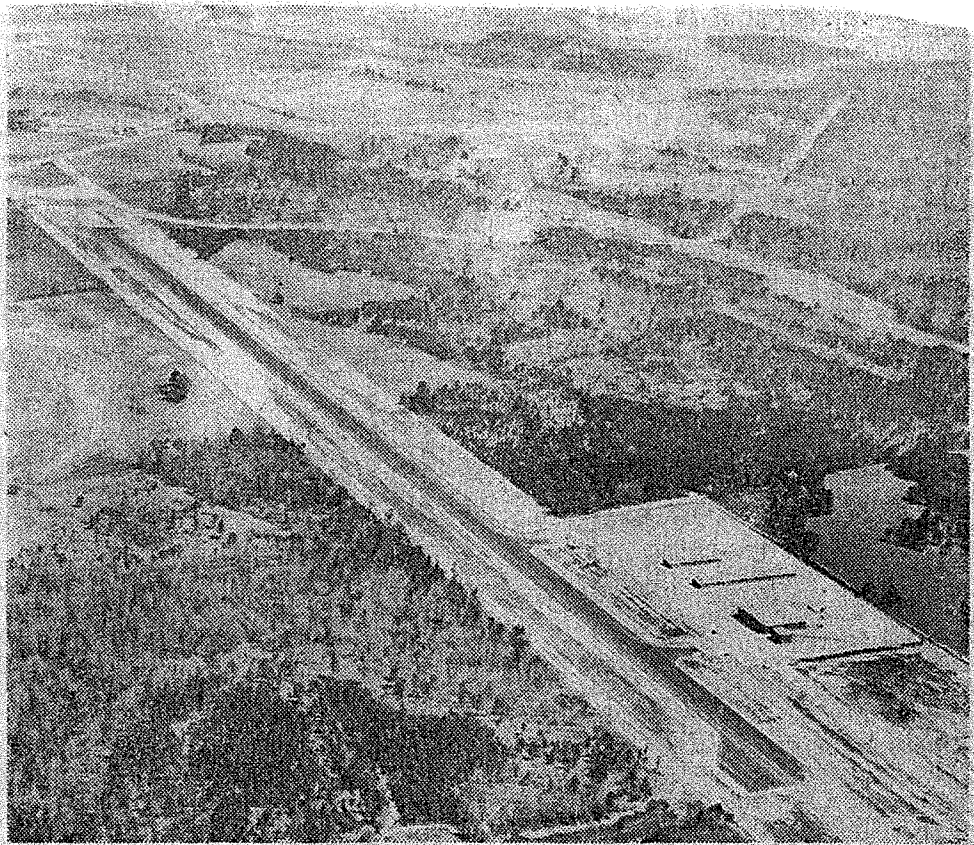
These two projects are part of a \$716,000 revamping project in the city. And financing for the projects — some of which have been completed — was derived entirely from local sources.

SCHOOL Superintendent Hugh Williamson said the St. Clair County voters gave education leaders the green light for advancement last year when they approved a special five-mill tax earmarked for educational purposes. The tax nets the system some \$130,000 annually.

He said officials floated a \$1,110,000 bond issue against the tax for building projects throughout the county.



WORKMEN BUSY CONSTRUCTING NEW GYMNASIUM
... First facility for high school since 1945



NEW \$112,166 AIRPORT ALMOST READY FOR OPENING
... Dedication set for mid-summer

Planes already making use of Pell City's new airport

PELL CITY, May 14—Planes will be zooming through Pell City skies in large numbers as soon as the new \$112,166 airport swings into full operation.

"Why they're already landing and taking off from the facility," beamed Probate Judge Hoyt Hamilton as he gazed across the 4,200-ft. runway. "And when we really get down to business here, there's no telling how many flights will come and go each day."

And increased air traffic is not all local and county leaders are expecting from the addition of the much-needed facility.

JUDGE HAMILTON said authorities anticipate an upsurge in industrial development as a direct result of the new facility.

"Already we're negotiating with one industry, hoping to locate it at the southern end of the new facility on an eight acre tract," Judge Hamilton said, "but we don't know for sure if the company will locate here."

In addition to the eight-acre tract to which Judge Hamilton referred, several other choice industrial sites are available at the airport. Namely, a 1.5-acre tract is available on the northwestern tip of the runway, and a seven-acre plot almost immediately behind the administration building.

The new airport will provide quarters for the airport manager, a pilot's

said that things are popping so much economically and industrially that the county is having difficulties financing much-needed road construction projects.

He said the road projects have primarily been in the areas that are being develop-

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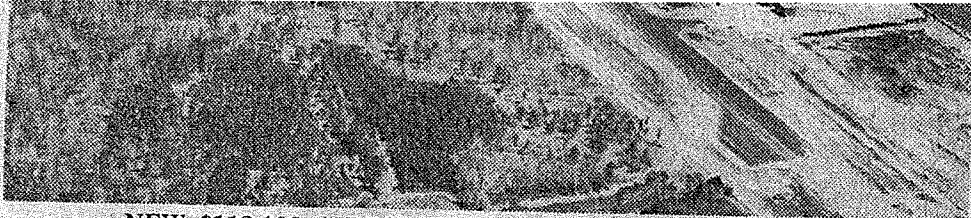
Judge Hamilton said the commission, however, welcomes any industrial or recreational development in the area, because any type of expansion builds the community and county.

Pell City edition salutes Jaycees

This special Pell City edition of The Birmingham News serves as a pat on the back for a community well on its way to becoming one of the state's leading tourist attractions.

Already many advancements have been made in this city due to the impoundment of Lake Logan Martin, and with the community spirit that exists here, the sky's the limit.

The special edition also salutes the Pell City Junior Chamber of Commerce, a group of young businessmen who have geared their every effort to bettering their community.



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The new airport will provide quarters for the airport manager, a pilot's lounge, a huge hangar for maintenance work on planes, plus 12 T-type hangars for storage of planes, and a heliport.

JUDGE HAMILTON said the base operator will keep a charter plane at the airport at all times, and that plans are being made to offer courses in student-pilot training.

In commenting on other developments in St. Clair County, Judge Hamilton, who heads the county commission,

said that things are popping so much economically and industrially that the county is having difficulties financing much-needed road construction projects.

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A part of The Birmingham News' never-ending program of promoting civic growth throughout the state, the Pell City edition is given—without cost—to the Jaycees for distribution in their city.

HOWEVER, the paper is not free to the local residents. Jaycees, working many long hours during the sale of this newspaper, will use the funds raised to promote its many worthwhile projects that they undertake each year.

The newspaper sale is the principal money-raising project of the Pell City Jaycees.

News stories and photographs, devoted exclusively to Pell City and surrounding area, are by News Staff Writer Larry Corcoran.

Feb 3, 1969

Joe Kilgroe Resigns As Vice-President Peoples Bank

Joe W. Kilgroe, prominent Pell City business man, civic leader, mayor pro-tem of Pell City and member the City Council announced this week that he had resigned as vice president the Peoples Bank.

Mr. Kilgroe who has served as mayor of this city for nearly 12 years previous to his present term as council member has been prominent in financial and business circles of Pell City and St. Clair for many years.

Together with his wife, Mrs. Josephine Kilgroe, he is a partner in a widely known antique business and he is at present a member the Board of Directors of the National Antique Dealers Association, an organization that reaches from Maine to California.

He is also a past president of Alabama Funeral Directors Association. He is also serving at present as chairman of the St. Clair County Library Board.

In announcing his resignation as vice president the Peoples Bank, Kilgroe said he had sold all his stock. He also pointed out that he had resigned as a member the Board of Directors of the Bank in May of 1968.

Together with Rufus Lackey of Birmingham he was the first to start organizing The Peoples Bank, opened for business in Pell City in 1960 and has done a flourishing business in St. Clair county. Since opening for business in Pell City the bank organized and has in operation a branch bank at Ragland.

Kilgroe also was one of the organizers of the St. Clair Federal Savings and Loan Association and remains on the board of Directors of that institution that has served a great and progressive need in this county.

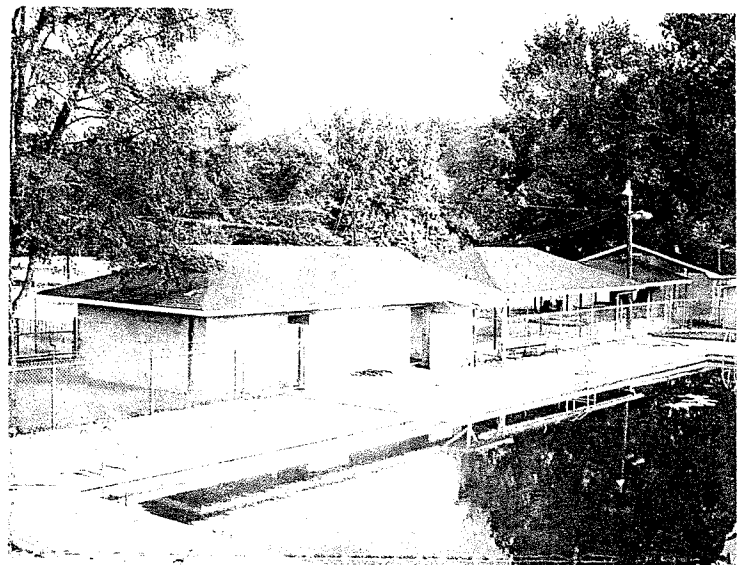
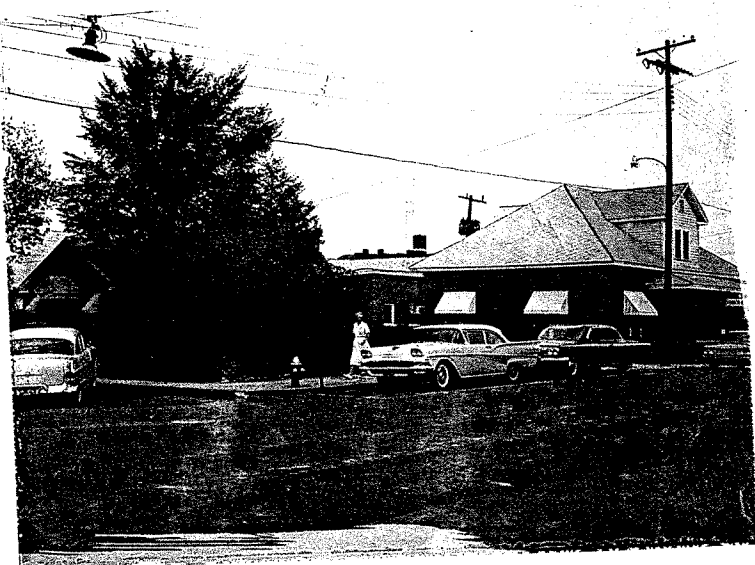
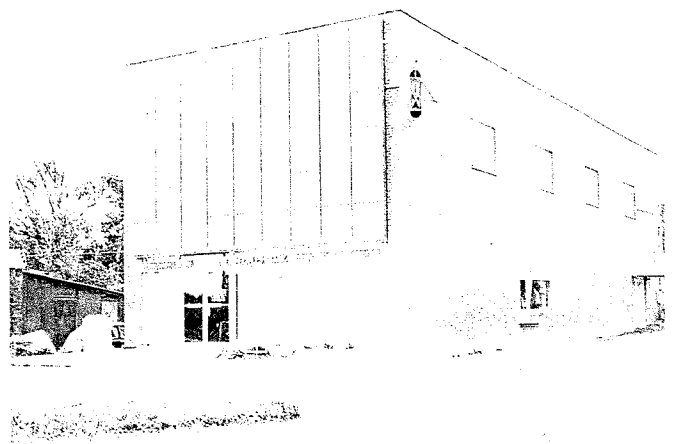
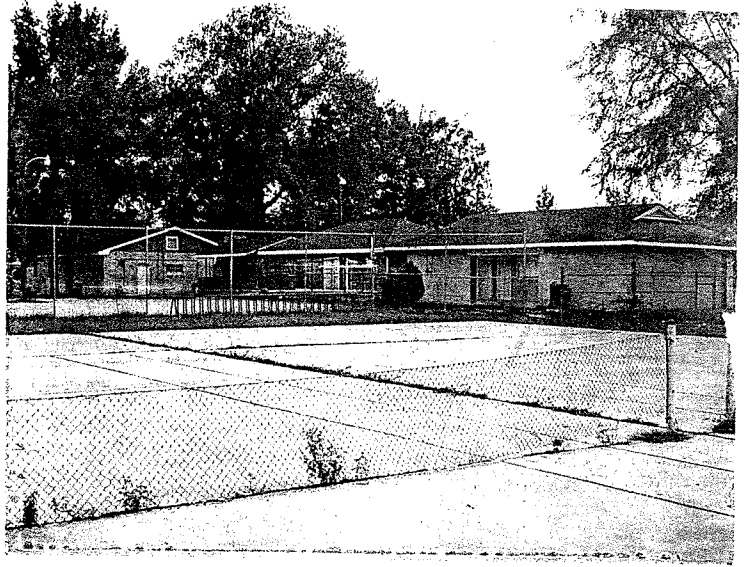
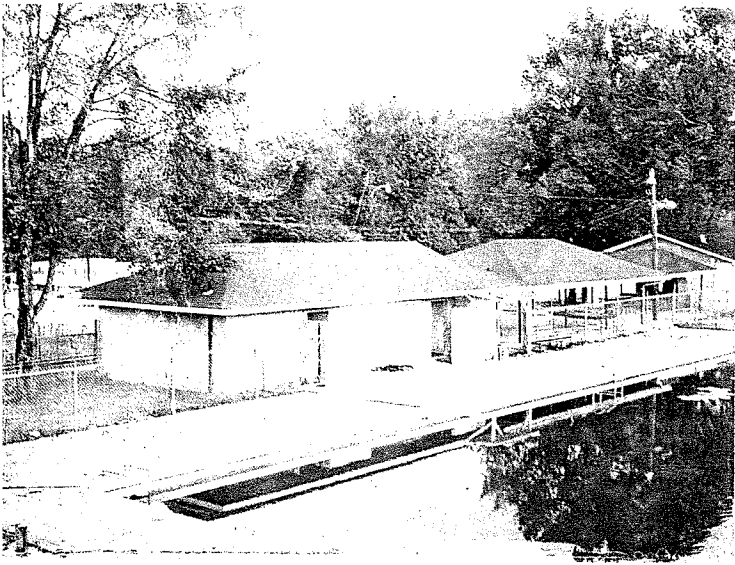
In commenting on the resignation of Mr. Kilgroe, Harold King, President of the Peoples Bank said "I am very sorry that Mr. Kilgroe has resigned.

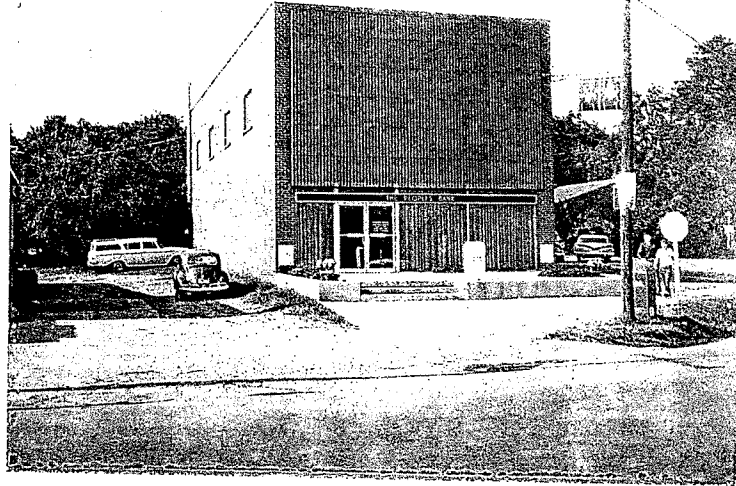
He was a real asset to the bank. This is my personal feeling. Our board of directors has not met since his resignation but I feel sure the members of the board will pass a resolution deploring his resignation."

Mr. Kilgroe said his son S. E. "Sonny" Kilgroe is a full partner in the Kilgroe Funeral Home and is the manager of the well known funeral directors place. Kilgroe Funeral Home was first established in 1908 by the late "Uncle Tome" Abbott. It was later taken over by the late Joe W. Willingham and operated as Willingham's Funeral Home.

Under present management the place has become widely known as one of the top Funeral Homes in Alabama and the South.

Kilgroe also announced this week that he would have an announcement of a business venture in a few weeks.





HEART OF DIXIE
CITIZENS BAND RADIO
JAMBOREE

NATIONAL GUARD ARMORY

Pell City, Alabama

Saturday, May 21st

and

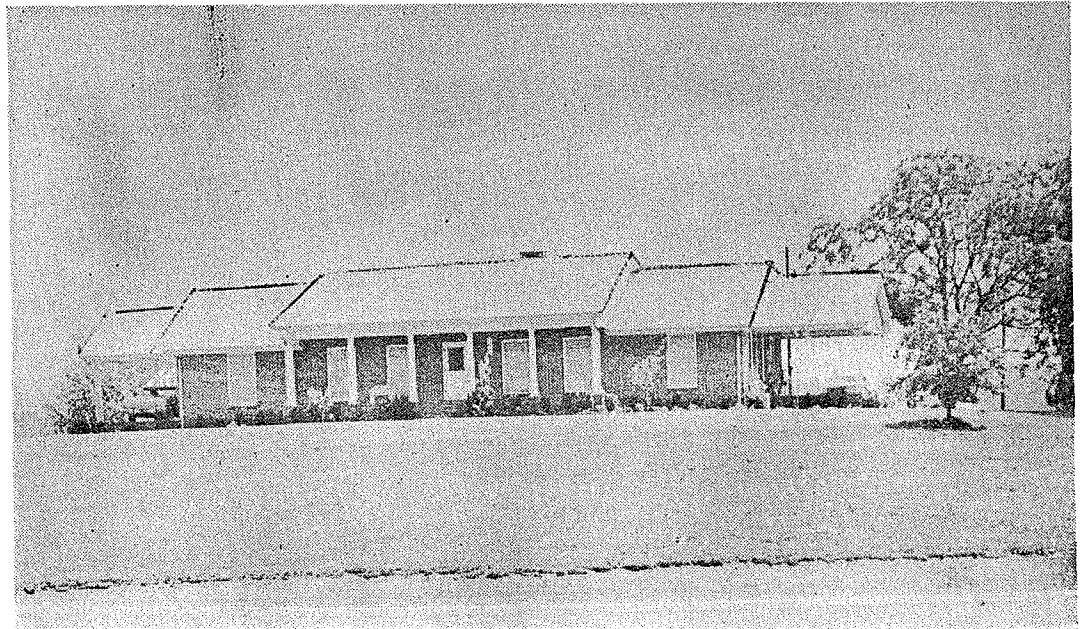
Sunday, May 22nd

1966

(All Proceeds To The Cerebral Palsy Fund)

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LOCATED NEXT TO PINE HARBOR MARINA

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PHONE PELL CITY

338-7790

Kenneth L. Winnette

PHONE BIRMINGHAM

786-1589

Welcome

— TO —

PELL CITY

The Mayor and City Council of Pell City join the Heart of Dixie Radio Club in extending a warm welcome to all our visitors on the occasion of the Club's annual Jamboree.

We sincerely hope that each of you enjoys your stay with us in Pell City, and we offer our best wishes to all C. B.'ers for a successful and enjoyable Jamboree.

Please remember that "You Are Always Welcome In Pell City" and come back to visit us soon.



MAYOR OTIS PERRY

City Councilmen:

DR. RAYMOND COX
DR. HORACE CLAYTON

WALLACE SHOEMAKER

JAMES S. SMITH
AUBREY NIXON

PELL CITY FOOD CENTER

Pell City's Outstanding
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"WE GIVE GIFT BOND STAMPS"

Pell City STEAK HOUSE

- U. S. CHOICE STEAKS
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DIAL 338-7123

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The People's Bank

PELL CITY — RAGLAND
MEMBER F. D. I. C.

You Are Always Welcome In

ST. CLAIR COUNTY

- THE HEART OF ALABAMA'S INDUSTRIAL FUTURE
- THE WATER PLAYGROUND OF CENTRAL ALABAMA

TRANSPORTATION - WATER - POWER

- LOGAN MARTIN LAKE'S BEAUTIFUL 18,000 ACRES OF WATER!
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St. Clair County Commissioners Court

DISTRICT 1 CLYDE MORROW

DISTRICT 2 H. N. MIZE

DISTRICT 3 J. B. WALTERS

DISTRICT 4 CHARLES WILLIAMS

HOYT B. HAMILTON JUDGE OF PROBATE & CHAIRMAN

FOR ALL YOUR

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Farm Bureau Insurance Service
HELPING TO BUILD THE SOUTH IN
A NEW ERA
PELL CITY, ALA.

Don't Miss The Big
DANCE

Sat. Night, May 21

8:00 – 12:00

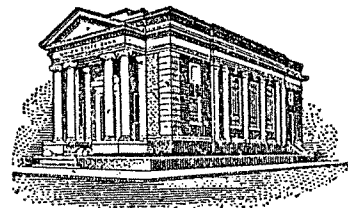
Music By The

**"SWINGING
PLAY MATES"**

"BIG DADDY" The Clown Will Be
On Hand Both Days With A Bag
Full of Goodies For The Kids!

Generations Of Service...

**TO THE PEOPLE OF
THE PELL CITY AREA...**



- Checking Accounts
- Savings Accounts
- Safe Deposit
- Personal Loans
- Business Loans
- Auto Loans

UNION STATE
ESTABLISHED 1903

Member F. D. I. C.

Bank
PELL CITY, ALA.

HEART OF DIXIE C.B. RADIO CLUB

Welcome You To Our 1966 Jamboree!

On behalf of the Heart Of Dixie Citizens Band Club I warmly welcome each and everyone of you to Pell City for our second annual Jamboree. We hope each of you has a wonderful time and will return to visit us again soon.

R. L. VAUGHAN, President

JAMBOREE BEGINS AT 10:00 A.M. SATURDAY

(Portions of the Jamboree to be carried Live on WFHK Radio)

- Drawings For Prizes Each Hour, Beginning At 11:00 A.M. Saturday
- Grand Prize Drawing Saturday & Sunday At 4:00 P.M.

SATURDAY, 2 P.M. — WELCOME ADDRESS BY MAYOR PERRY

- Drawings For Children's Prizes Throughout The Day
- Bingo Games, Various Other Entertainment Both Days

SUNDAY, 8 A.M. — DEVOTIONAL SERVICE (LIVE ON WFHK)

GOSPEL SINGING ALL DAY SUNDAY, WITH QUARTETS FROM THROUGHOUT THE AREA!

Compliments Of

**PELL CITY
CLEANERS**

— and —

LAUNDRY

"THE PERRY'S"

PHONE

338-2924

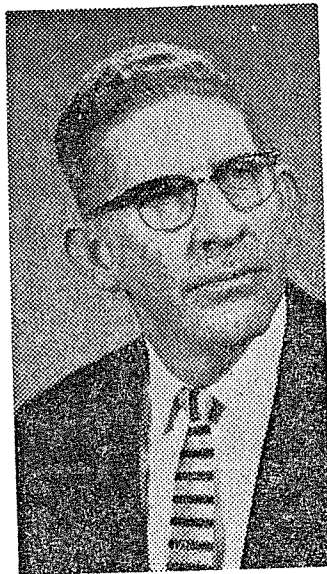
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- MUSTANG
- PACER
- RANGE GAIN
- BELDON WIRE
- MONITOR
- ANTENNA
SPECIALISTS



JOEL N. WOOD

Sheriff

Of St. Clair County

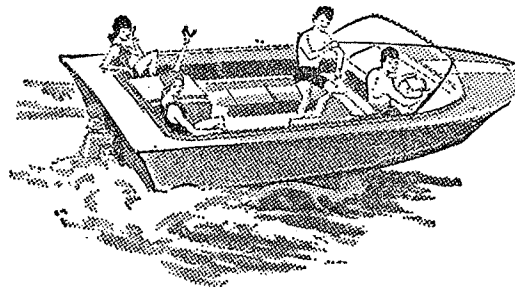
SAYS:

"WELCOME"

We hope your visit to our county will be an enjoyable one, and we ask you to please drive carefully, so that your trip will be a safe one as well.

Thank you,
JOEL N. WOOD
Sheriff

GET PEAK PERFORMANCE FROM YOUR OUTBOARD



Enjoy Twice The Fun With That
Extra Burst Of Power By Filling
Up With

**WHITE AMOCO
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- Rabbit Branch Marina
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REXALL DRUGS

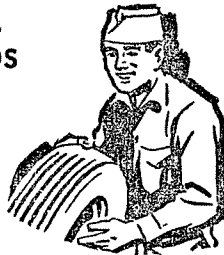
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PELL CITY TIRE REBUILDERS

11 - 20th. St. So.

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SPECIALIZING IN

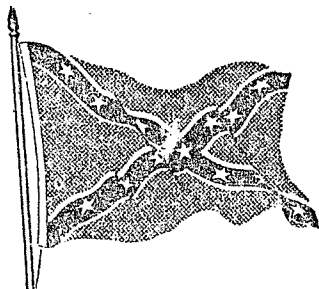
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 Sliced or Chopped

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 Tasty Bar-B-Q Sauce!

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- FISH SANDWICHES
- ALL FLAVORS MILK SHAKES

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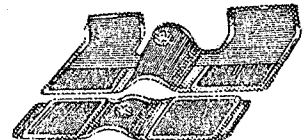
2100 Cogswell Ave.



DIXIE Auto
 Parts

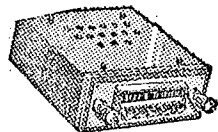
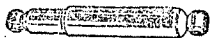
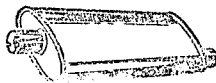
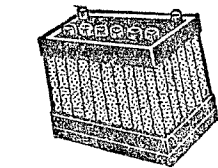
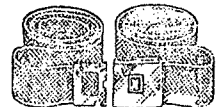
NEW-REBUILT

- DELCO BATTERIES
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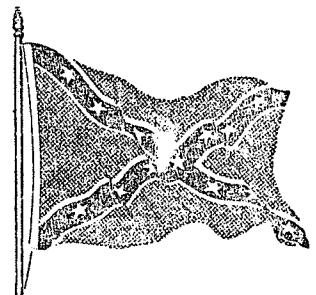


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Home Owned & Operated
 HAROLD VAUGHAN, Owner



Hwy. 231 No. — Pell City
"In The Heart Of Dixie"
 Phone 338-2251



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The Citizens Bank of Leeds

Leeds, Ala.

"THE FRIENDLY HOME - OWNED BANK"

W. R. HURST

President

HAYES PARNELL

Vice-President

MEMBER F. D. I. C.

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- BOAT LAUNCHING
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IN SATISFYING OUR CUSTOMERS"

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FRENCH ROE Owner

Phone 338-2018



See Our Full Line Of
G-E APPLIANCES

NO MONEY DOWN!

**GOODYEAR
SERVICE STORE**

ACROSS FROM THE COURTHOUSE
Phone 338-3361

YOUR MONEY WORKS

TWICE As HARD

for you at

ST. CLAIR FEDERAL

... Where

YOUR SAVINGS



EARN MORE — GROW FASTER

ALL ACCOUNTS INSURED UP TO \$10,000 BY AN AGENCY OF
THE U. S. GOVERNMENT

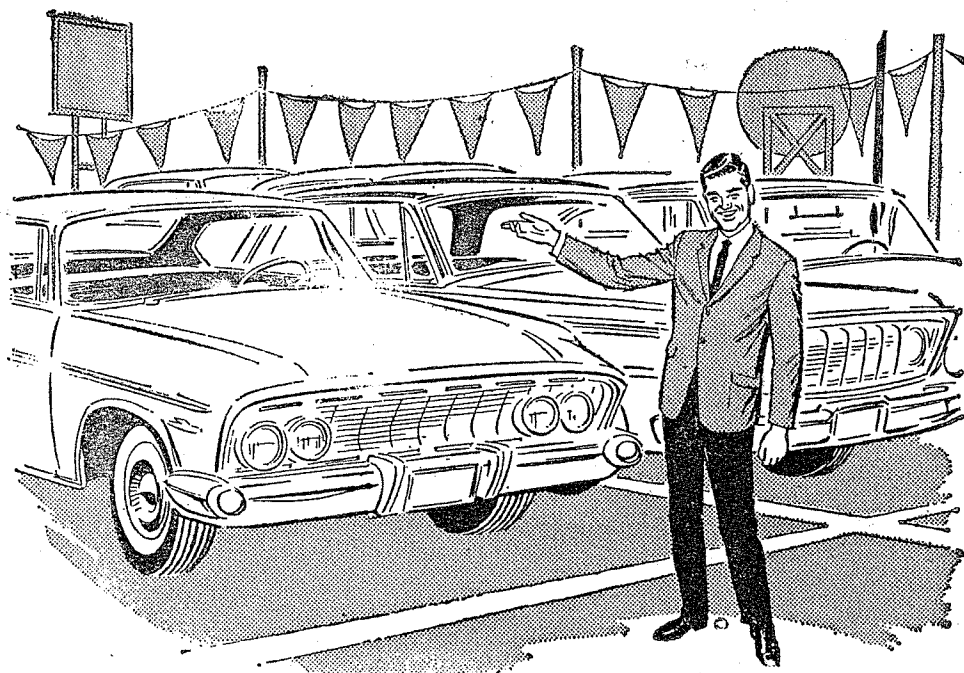
**ST. CLAIR FEDERAL
SAVINGS & LOAN ASSOCIATION**

PELL CITY

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- HAS A BETTER SELECTION OF USED CARS!
- BEATS A WYATT-HOBSON DEAL!
- OFFERS MORE ••• SELLS FOR LESS!
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IMMEDIATE DELIVERY ON NEW

• FORDS • FALCONS • FAIRLANES • MUSTANGS

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WYATT-HOBSON FORD

"YOUR AUTHORIZED FORD DEALER"

PELL CITY

PHONE 338-2223

News-Aegis Printing

March 1967

What and Where in the Greater Pell City Area

The Gateway to Logan Martin Lake is here. We welcome you to Pell City and Lincoln, Alabama, and the great recreation area of Logan Martin Lake.

For merchants and services in Pell City and Lincoln consult the Yellow Pages of this telephone directory.

For your enjoyment and information we present this page of facts.

AREA: In St. Clair County and the northern part of Talladega County on the Interstate highway 20 and Route 231 on the Coosa, Pell City is conveniently located between Birmingham, Alabama, and Atlanta, Georgia on the short route to Florida. One hundred miles from the space capital of the world at Huntsville, Alabama.

POPULATION: St. Clair County has a population of approximately 35,000 and growing everyday. Pell City has a population of 6,000. It is the county seat of St. Clair County.

SCENIC POINTS: At the foothills of the Appalachian Mountains the view from the surrounding hills is exceptional. In the Spring and Fall the whole countryside is colorful. Mt. Cheaha in Talladega National Forest nearby is the highest point in the State.

CAMPING: Available at Holiday Park Campgrounds on Logan Martin Lake. Reached by Route 231 and Route 34 all modern conveniences are provided. Many National Forest Campgrounds are a short drive from the lake. Call the Greater Pell City Chamber of Commerce 338-3377 for further information.

HUNTING & FISHING: With approximately 18,000 acres of water and 275 miles of shore line unlimited fishing is available year round. Ducks and quail are abundant and the doves are famous in the season. Managed hunting areas are nearby.

MOTELS: Several Motels serve Logan Martin Lake. Consult the Yellow Pages of this Directory.

MARINAS: Boating and water skiing are available at many places around the lake with bait and boat rental. Docking facilities of all kinds accommodate thousands of boats.

OTHER ACTIVITIES: Located at the heart of Alabama and the Gateway to Logan Martin Lake, there are many points of interest for the traveler. The Logan Martin Dam is itself interesting to see. St. Clair County airport offers all facilities for flying, chartering and repair. Built in 1966 it is one of the most modern in the Southeast. Our local Golf course is as complete as any golfer could wish, with pro shop and electric carts available. The Civic Recreation Center provides a swimming pool, tennis courts, and recreation building. Birmingham, a short 30 mile drive and one of the outstanding cities in the South has much to offer. See Vulcan the largest statue in the Western Hemisphere, the Japanese Gardens, Birmingham Museum of Art, and Arlington, a famous Antebellum House. The Birmingham Steel Plants and the Botanical Gardens are noted. University of Alabama Medical Center, Samford University and Birmingham Southern College are the homes of many students.

One of the most outstanding advantages to the Greater Pell City area is the fine people who will welcome you to enjoy yourself and stay awhile. No finer living can be found year round. The Indians knew that years ago. And as the State unfolded from De Soto to the latest space plans in Huntsville, it left its imprint. All of it is here for you to see.

Stop by or call the Greater Pell City Chamber of Commerce office so that we may help you enjoy your visit.

This page sponsored by

The Greater Pell City Chamber of Commerce
1904 Cogswell Avenue
Pell City, Alabama
338-3377

Pell City, Ala.

Alabama's Top Journalist

Women's Caucus Democrat - Entaw, Ala. Feb 18, 1965



Singled out for special honors at the winter meeting of the Alabama Press Association in Birmingham were Alyce Billings Walker, (right) associate editor for women at The Birmingham News, and Edmund R. Blair, (middle) publisher of the St. Clair News-Aegis and Leeds News. Fred LePell, (left) of New York, director of public relations administration for United States Steel Corporation presented each a scroll signifying they were the first winners of U. S. Steel's annual "Journalist of the Year" award.

In presenting the awards, Mr. LePell said, "U. S. Steel established these annual awards to give recognition to the Alabama newspapermen and newspaperwomen who help foster a climate which permits the free interchange of ideas and information."

Judging for these awards, he said, is based on (1) service to community, state and country; (2) dedication to duty; (3) journalistic judgment; and (4) general journalistic excellence.

ST. CLAIR BUILDING SCHOOLS

PELL CITY, Dec. 31 — Work has begun on St. Clair County's largest school building program in history.

Education Superintendent Hugh H. Williamson said new projects are underway at Pell City, Ashville and Ragland which will cost \$1,034,000.

The Pell City project includes new junior high school with 17 classrooms, adminis-

trative offices and auditorium-gymnasium and new high school gymnasium.

RAGLAND WILL HAVE eight new classrooms, cafeteria, administrative offices and gymnasium-cafeteria.

The Ashville contract calls for a new high school, home economics and vocational agricultural departments, administrative offices and

gymnasium-cafeteria.

Building is being done through a 20-year extension of a five-mill tax voted on by the county electorate.

Williamson said the contract should be complete by October, 1966.

Scott Brothers Construction Co. of Alexander City has the contract. Architect is Henry Sprott Long.

Pell News Dec. 31, 1965

In Ashville *B'ham News*
6-16-69

Revolutionary hero, wife commemorated

BY JOY WILLIAMS
News staff writer

Dedication of a plaque to mark the burial spot of Elizabeth Diamond Thomason, who was born in 1739 and died in 1839, took place recently at Ft. Dr. William D. Partlow Armory in ASHVILLE. Mrs. Thomason was a seventh generation descendant of Mary Queen of Scots. The plaque also commemorates her husband, John Thomason, born in 1724 and died in 1825, Revolutionary veteran who was wounded in the battle of King's Mountain.

Responsible for the marker placed at the Armory was a direct descendant of the Thomasons, Mrs. J. L. Crockett of Valdosta, Ga., the former Marie Greene of Ashville. She was accompanied to

the dedication by her son, Dr. John G. Youmans of Temple University, Philadelphia, Pa.

According to Mrs. Crockett, John Thomason and his wife moved in 1810 from Georgia to SPRINGVILLE where he obtained a large acreage in a land lottery open to men with Revolutionary service. Down through the years all of the Thomason descendants moved away from the Ashville area, with Mrs. Crockett's family leaving there in 1901.

Sixty-five years later on a visit to Ashville, Mrs. Crockett found that an Armory had been built over the site of the unmarked graves of the two Thomasons. It was then that she determined to take steps to properly recognize the site because, as she remarked, "It becomes increasingly

important for each of us to preserve every trace of our heritage."

In accepting the plaque, Ashville's Mayor Joseph Adkins told of the effort made at the time the Armory was built to move all of the graves in the old burial place, but many were unmarked. It was pointed out that graves in the early pioneer days commonly were unmarked because Indians were wont to worry the white man by plundering the graves of their dead.

Mrs. Howard Hill of VINCENT, the former Elizabeth Hodges of Ashville, presided at the dedication, assisted by Mrs. Willis Hodges, Ashville. The Rev. W. L. Franklin of the Old Broken Arrow Church at WATTSVILLE offered the dedication prayer and Mrs. Terry Stewart, Ashville, sang "Faith of Our Fathers."

1968 Schedule of Events

LOGAN MARTIN AMPHITHEATER

NEAR LOGAN MARTIN DAM

- July 6 Rock-and-Roll Groups—Temple of the Barons and the Young Rascals
- July 13 Up with Birmingham—a variety show by a Birmingham group
- July 20 The Birmingham Symphony Pops Orchestra, under the direction of Walter F. Moeck, conductor
- July 27 Athletes from University of Alabama and Auburn University presenting a program of Religious songs (Tentative)
- August 3 The Singing Gentlemen (barber shop), out-of-state group
- August 10 The Birmingham Symphony Pops Orchestra, under the direction of Walter F. Moeck, conductor
- August 17 To be announced
- August 24 Air Force Orchestra and Chorus (Tentative)
- August 31 The Marion Worth Show out of Nashville

Sponsored by

THE LOGAN MARTIN AMPHITHEATER ENTERTAINMENT, INC.

ADMISSION, per person, \$1.00 — CHILDREN (under 12) FREE

NOTE: For your added comfort bring folding chairs or cushions

in *1965/1966 Pell City, Ala*

Know Your City Councilmen -

To better acquaint citizens of Pell City with the responsibilities of their five-man City Council, Mayor Otis Perry this week released for publication a breakdown of the city's departments and committees.

The five members of the council are Wallace Shoemaker, James Smith, Dill Nixon, Dr. Raymond Cox and Dr. Horace Clayton.

They were appointed to committees by the Mayor as follows:

STREET DEPARTMENT AND SHOP - Smith (chmn.) Nixon

and Clayton.
UTILITIES - Nixon (chmn.) Shoemaker, and Clayton.

POLICE DEPARTMENT - Cox (chmn.), Shoemaker and Smith.

FIRE DEPARTMENT - Nixon (chmn.), Clayton and Shoemaker.

FINANCE COMMITTEE - Cox (chmn.), Shoemaker and Smith.

JUDICIARY - Clayton (chmn.), Cox and Shoemaker.

Councilman Shoemaker also serves as Mayor Pro-Tem.

Alabama's Top Journalist

News-Chicago Democrat - Editor, Ala. Feb 18, 1965



Singled out for special honors at the winter meeting of the Alabama Press Association in Birmingham were Alyce Billings Walker, (right) associate editor for women at The Birmingham News, and Edmund R. Blair, (middle) publisher of the St. Clair News-Aegis and Leeds News. Fred LePell, (left) of New York, director of public relations administration for United States Steel Corporation presented each a scroll signifying they were the first winners of U. S. Steel's annual "Journalist of the Year" award.

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Eden Elementary 2nd Grade Apr 15 1960

Amelia S. Williamson - Teacher

Top row - Ray Lee, L.C. Beavers, Steven Salmon, Robert Groman, Thomas Campbell, E.
Donald Wayne Kirby

Next row - Debbie Smith, Jackie Alverson, Vera Waddle, Bonnie Lawson, Janice Simpkins
Elaine Sue Kendrick, Johnny Stevens

Next row - Paul Partridge, Pat Kilgore, William Calhoun, James Ferguson, Jimmy Ginn,
Roy Tipton, Terry Richey

Next row - Stella Williams, Kay Holt, Charlotte Brock, Rachel Patton, Linda Cassaway,
Charlotte Willingham & James Ray Ferguson

Front row - Clint Egan, Peggy Richey, Wade Burke, Wayne Simpkins, Roger John
Freddie Hazelwood, Dale Hamon & Larry Rich

St Clair News - Register
March 31, 1966

County Board of Education
ST. CLAIR COUNTY
PELL CITY, ALABAMA

NOTICE OF SCHOOL DESEGREGATION PLAN UNDER TITLE VI OF THE CIVIL RIGHTS ACT OF 1964

THIS NOTICE IS MADE AVAILABLE TO INFORM YOU ABOUT THE DESEGREGATION OF OUR SCHOOLS. KEEP A COPY OF THIS NOTICE. IT ANSWERS MANY QUESTIONS ABOUT SCHOOL DESEGREGATION

1. Desegregation Plan in Effect

The St. Clair County public school system is being desegregated under a plan adopted in accordance with Title VI of the Civil Act of 1964. The purpose of the desegregation plan is to eliminate from our school system the racial segregation of students and all forms of discrimination based on race, color, or national origin.

2. Thirty-Day Spring Choice Period

Each student or his parent, or other adult person acting as parent, is required to choose the school the student will attend school year. The Choice Period will begin on April 1, 1966 and close April 30, 1966.

3. Explanatory Letters and School Choice Forms

On the first day of the choice period, an explanatory letter and this notice will be sent by first-class mail to the parent, or other person acting as parent, of each student then in the schools who is expected to attend school the following school year. A school form will be sent with each letter, together with a return envelope addressed to the Superintendent. Additional copies of the letter notice and the choice form are freely available to the public at any school and at the Superintendent's office.

4. Returning the Choice Forms

Parents and students, at their option, may return the completed choice forms by hand to any school or by mail to the Superintendent's office, at any time during the 30-day choice period. No preference will be given for choosing early during the choice period. A choice is required for each student. No assignment to a school can be made unless a choice is made first.

5. Choice Form Information

The school choice form lists the names, locations and grades offered for each school. The reasons for any choice made are not stated. The form asks for the name, address, and age of the student, the school and grade currently or last attended, the school chosen the following year, the appropriate signature, and whether the form has been signed by the student or his parent. Any letter or written communication which identifies the student and the school he wishes to attend will be deemed just as valid as if submitted. Choice form supplied by the school system. The names of students and the schools they choose or are assigned to under the plan will be made public by school officials.

6. Course and Program Information

To guide students and parents in making a choice of school, listed below, by schools, are the courses and programs which are available at every school in this school system.

ASHVILLE — Vocational Home Economics, Vocational Agriculture, Advanced Math, Bookkeeping, Business Law & Business Math
PELL CITY HIGH SCHOOL — Vocational Agriculture, Vocational Home Economics, Bookkeeping, Band, Glee Club, General Science

Art, Ceramics, Shorthand, Spanish, Library, Algebra III.

ST. CLAIR COUNTY TRAINING — Vocational Home Economics, Vocational Agriculture, Advanced Math, Bookkeeping, Band, Glee Club, French, Special Class for educable mentally retarded.

ST. CLAIR COUNTY HIGH (Odenville) — Vocational Agriculture, Vocational Home Economics, Advanced Math, Bookkeeping, Business Law & Business Math, General Science, Shorthand, Home & Family Problems, Speech.

REUBEN YANCY HIGH — Business Law & Business Math, Home & Family Problems.

RAGLAND HIGH — Bookkeeping, Business Law & Business Math, Shorthand, Trigonometry, Home & Family Problems, Speech.

SPRINGVILLE HIGH — Advanced Math, Business Law & Business Math, Shorthand.

PELL CITY JR. HIGH — Spanish.

IOLA ROBERTS — Special Class for educable mentally retarded.

7. Signing the Choice Form

A choice form may be signed by a parent or any other adult person acting as parent. A student who has reached the age of 15 at the time of choice, or will next enter the ninth or any higher grade, may sign his own choice form. The student's choice shall be controlling unless a different choice is exercised by his parent before the end of the period during which the student exercises his choice.

8. Processing of Choices

No choice will be denied for any reason other than overcrowding. In cases where granting all choices for any school would result in overcrowding, the students choosing the school who live closest to it will be assigned to that school. Whenever a choice is to be denied because of overcrowding will be determined by a uniform standard applicable to all schools in the system.

9. Notice of Assignment, Second Choice

All students and their parents will be promptly notified in writing of their school assignments. Should any student be denied his choice because of overcrowding he will be promptly notified and given a choice among all other schools in the system where space is available.

10. Students Moving Into the Community

A choice of school for any student who will be new to the school system may be made during the spring 30-day choice period or at any other time before he enrolls in school. An explanatory letter, this notice and the school choice form will be given out for each new student as soon as the school system knows about the student. At least seven days will be allowed for the return of the choice form. If a choice is made after the spring 30-day choice period, a choice must be made for each student. No assignment to any school can be made unless a choice is made first.

11. Students Entering First Grade

The parent, or other adult person acting as parent, of every child entering the first grade is required to choose the school his child will attend. Choices will be made under the same free choice process used for students new to the school system in other grades, as provided in paragraph 10.

12. Priority of Late Choices

No choice made after the end of the spring 30-day choice period may be denied for any reason other than overcrowding. In the event of overcrowding, choices made during the 30 day choice period will have first priority. Overcrowding will be determined by the standards provided in paragraph 8. Any parent or student whose first choice is denied because of overcrowding will be given a second choice in the manner provided for in paragraph 9.

13. Tests, Health Records and Other Entrance Requirements

County Board of Education

ST. CLAIR COUNTY
PELL CITY, ALABAMA

DESEGREGATION PLAN UNDER TITLE VI OF THE CIVIL RIGHTS ACT OF 1964

AVAILABLE TO INFORM YOU ABOUT THE DESEGREGATION OF OUR SCHOOLS. KEEP A COPY OF THIS NOTICE. IT WILL
QUESTIONS ABOUT SCHOOL DESEGREGATION

Effect

public school system is being desegregated under a plan adopted in accordance with Title VI of the Civil Rights Act of 1964. The purpose of the desegregation plan is to eliminate from our school system the racial segregation of students and all other forms of segregation based on race, color, or national origin.

Choice Period

Each parent, or other adult person acting as parent, is required to choose the school the student will attend next school year. The choice period will begin on April 1, 1966 and close April 30, 1966.

Choice and School Choice Forms

During the choice period, an explanatory letter and this notice will be sent by first-class mail to the parent, or other adult person, of each student then in the schools who is expected to attend school the following school year. A school choice form, together with a return envelope addressed to the Superintendent. Additional copies of the letter, this notice and form are freely available to the public at any school and at the Superintendent's office.

Forms

Parents, at their option, may return the completed choice forms by hand to any school or by mail to the Superintendent's office during the 30-day choice period. No preference will be given for choosing early during the choice period. A choice form is not valid unless a choice is made first. No assignment to a school can be made unless a choice is made first.

Information

This notice lists the names, locations and grades offered for each school. The reasons for any choice made are not to be considered. The name, address, and age of the student, the school and grade currently or last attended, the school chosen for the following year, appropriate signature, and whether the form has been signed by the student or his parent. Any letter or other document which identifies the student and the school he wishes to attend will be deemed just as valid as if submitted on the choice form. The names of students and the schools they choose or are assigned to under the plan will not be made public by school officials.

Information

Information for parents in making a choice of school, listed below, by schools, are the courses and programs which are given in the school system.

GENERAL — Vocational Home Economics, Vocational Agriculture, Advanced Math, Bookkeeping, Business Law & Business Math.
SCHOOL — Vocational Agriculture, Vocational Home Economics, Bookkeeping, Band, Glee Club, General Science, Spanish, Library, Algebra III.

TRAINING — Vocational Home Economics, Vocational Agriculture, Advanced Math, Bookkeeping, Band, Glee Club, for educable mentally retarded.

HIGH (Odenville) — Vocational Agriculture, Vocational Home Economics, Advanced Math, Bookkeeping, Business Law & Business Math, Home & Family Problems, Speech.

GENERAL — Business Law & Business Math, Home & Family Problems, Bookkeeping, Business Law & Business Math, Shorthand, Trigonometry, Home & Family Problems, Speech.

— Advanced Math, Business Law & Business Math, Shorthand.

H — Spanish.

Special Class for educable mentally retarded.

Form

The choice form must be signed by a parent or any other adult person acting as parent. A student who has reached the age of 15 at the time he enters the ninth or any higher grade, may sign his own choice form. The student's choice shall be controlling unless it is disapproved by his parent before the end of the period during which the student exercises his choice.

Choices will not be granted for any reason other than overcrowding. In cases where granting all choices for any school would cause overcrowding, the school who live closest to it will be assigned to that school. Whenever a choice is to be denied, it will be determined by a uniform standard applicable to all schools in the system.

Second Choice

Parents will be promptly notified in writing of their school assignments. Should any student be denied his choice, he will be promptly notified and given a choice among all other schools in the system where space is available.

Choice for the Community

For any student who will be new to the school system may be made during the spring 30-day choice period or at any other time. An explanatory letter, this notice and the school choice form will be given out for each new student. The school system knows about the student. At least seven days will be allowed for the return of the choice form when a student is entering the 30-day choice period. A choice must be made for each student. No assignment to any school can be made until a choice is made.

First Grade

Each parent, or other adult person acting as parent, of every child entering the first grade is required to choose the school his child will attend under the same free choice process used for students new to the school system in other grades, as provided.

Choices will not be granted for any reason other than overcrowding. In the event a choice is denied because of overcrowding, the student's second choice made during the 30-day choice period will have first priority. Overcrowding will be determined by the standard used for the first choice. Any parent or student whose first choice is denied because of overcrowding will be given a second choice in the following year.

French, Special Class for educable mentally retarded.

ST. CLAIR COUNTY HIGH (Odenville) — Vocational Agriculture, Vocational Home Economics, Advanced Math & Business Math, General Science, Shorthand, Home & Family Problems, Speech.

REUBEN YANCY HIGH — Business Law & Business Math, Home & Family Problems.

RAGLAND HIGH — Bookkeeping, Business Law & Business Math, Shorthand, Trigonometry, Home & Family Problems.

PELL CITY JR. HIGH — Spanish.

IOLA ROBERTS — Special Class for educable mentally retarded.

7. Signing the Choice Form

A choice form may be signed by a parent or any other adult person acting as parent. A student who has reached choice, or will next enter the ninth or any higher grade, may sign his own choice form. The student's choice is a different choice is exercised by his parent before the end of the period during which the student exercises his choice.

8. Processing of Choices

No choice will be denied for any reason other than overcrowding. In cases where granting all choices for overcrowding, the students choosing the school who live closest to it will be assigned to that school. Whenever a choice is denied because of overcrowding will be determined by a uniform standard applicable to all schools in the system.

9. Notice of Assignment, Second Choice

All students and their parents will be promptly notified in writing of their school assignments. Should any student because of overcrowding he will be promptly notified and given a choice among all other schools in the system when a second choice is available.

10. Students Moving Into the Community

A choice of school for any student who will be new to the school system may be made during the spring 30-day choice period or other time before he enrolls in school. An explanatory letter, this notice and the school choice form will be given to the parent as soon as the school system knows about the student. At least seven days will be allowed for the return of a choice if made after the spring 30-day choice period. A choice must be made for each student. No assignment to any school less a choice is made first.

11. Students Entering First Grade

The parent, or other adult person acting as parent, of every child entering the first grade is required to choose a school to attend. Choices will be made under the same free choice process used for students new to the school system in other paragraphs.

12. Priority of Late Choices

No choice made after the end of the spring 30-day choice period may be denied for any reason other than overcrowding, choices made during the 30 day choice period will have first priority. Overcrowding will be determined in paragraph 8. Any parent or student whose first choice is denied because of overcrowding will be given a second choice in the manner provided for in paragraph 9.

13. Tests, Health Records and Other Entrance Requirements

Any academic tests or other procedures used in assigning students to schools, grades, classrooms, sections, courses or other purpose, will be applied uniformly to all students without regard to race, color or national origin. No choice of school because of failure at the time of choice to provide any health record, birth certificate, or other document. The student must sign in accordance with the plan and the choice made, and given ample time to obtain any required document. Promotion procedures will not be applied in such a way as to hamper freedom of choice of any student.

14. Choices Once Made Cannot be Altered

Once a choice has been submitted, it may not be changed, even though the choice period has not ended. The choice applies to the entire school year to which it applies, except in the case of (1) compelling hardship, (2) change of residence to a school is closer, (3) the availability of a school designed to fit the special needs of a physically handicapped student at another school of a course of study required by the student, which is not available at the school chosen.

15. All Other Aspects of Schools Desegregated

All school-connected services, facilities, athletics, activities and programs are open to all on a desegregated basis. A student attending school for the first time on a desegregated basis may not be subject to any disqualification or waiting period for activities and programs, including athletics, which might otherwise apply because he is a transfer student. All transfer students in the school system will also operate on a desegregated basis. Faculties will be desegregated, and no staff member will discriminate on the basis of race, color or national origin. This includes any case where less staff is needed because schools are closed.

16. Attendance Across School System Lines

No arrangement will be made, or permission granted, by this school system for any students living in the county to attend school in another school system, where this would tend to limit desegregation, or where the opportunity is not available without regard to race, color or national origin. No arrangement will be made, or permission granted, by this school system for students living in another school system to attend school in this system, where this would tend to limit desegregation, or where the opportunity is not available to all students without regard to race, color or national origin.

17. Violations To Be Reported

It is a violation of our desegregation plan for any school official or teacher to influence or coerce any person in the choice of school or to threaten any person with penalties or promise favors for any choice made. It is also a violation of Federal regulations to intimidate, threaten, coerce, retaliate or discriminate against any individual for the purpose of interfering with the choice of school. Any person having any knowledge of any violation of these prohibitions should report the facts immediately by phone to the Equal Educational Opportunities Program, U. S. Office of Education, Washington, D.C., 20202 (telephone number 202-343-3100). The name of any person reporting any violation will not be disclosed without his consent. Any other violation of the desegregation plan or discrimination based on race, color, or national origin in the school system is also a violation of Federal requirements and should be reported. Anyone with a complaint to report should first bring it to the attention of local school officials, unless it is helpful to do so. If local officials do not correct the violation promptly, any person familiar with the facts of the violation should report them immediately to the U.S. Office of Education at the above address or phone number.

Business Math, General Science, Shorthand, Home & Family Problems, Speech.
BEN YANCY HIGH — Business Law & Business Math, Home & Family Problems.
HAND HIGH — Bookkeeping, Business Law & Business Math, Shorthand, Trigonometry, Home & Family Problems, Speech.
INGVILLE HIGH — Advanced Math, Business Law & Business Math, Shorthand.
L CITY JR. HIGH — Spanish.
A ROBERTS — Special Class for educable mentally retarded.

ing the Choice Form

Choice form may be signed by a parent or any other adult person acting as parent. A student who has reached the age of 15 at the time he enrolls, or will next enter the ninth or any higher grade, may sign his own choice form. The student's choice shall be controlling unless his choice is exercised by his parent before the end of the period during which the student exercises his choice.

Denial of Choices

Choice will be denied for any reason other than overcrowding. In cases where granting all choices for any school would cause overcrowding, the students choosing the school who live closest to it will be assigned to that school. Whenever a choice is to be denied, the denial will be determined by a uniform standard applicable to all schools in the system.

Denial of Assignment, Second Choice

Students and their parents will be promptly notified in writing of their school assignments. Should any student be denied his choice because of overcrowding, he will be promptly notified and given a choice among all other schools in the system where space is available.

Choices for Students Moving Into the Community

Choice of school for any student who will be new to the school system may be made during the spring 30-day choice period or at any time before he enrolls in school. An explanatory letter, this notice and the school choice form will be given out for each new student as soon as the school system knows about the student. At least seven days will be allowed for the return of the choice form when a choice is made after the spring 30-day choice period. A choice must be made for each student. No assignment to any school can be made until a choice is made first.

Choices for Students Entering First Grade

Parent, or other adult person acting as parent, of every child entering the first grade is required to choose the school his child will attend. Choices will be made under the same free choice process used for students new to the school system in other grades, as provided in paragraph 10.

Denial of Late Choices

Choice made after the end of the spring 30-day choice period may be denied for any reason other than overcrowding. In the event of overcrowding, choices made during the 30 day choice period will have first priority. Overcrowding will be determined by the standard in paragraph 8. Any parent or student whose first choice is denied because of overcrowding will be given a second choice in the order provided for in paragraph 9.

Tests, Health Records and Other Entrance Requirements

Academic tests or other procedures used in assigning students to schools, grades, classrooms, sections, courses of study, or for any other purpose, will be applied uniformly to all students without regard to race, color or national origin. No choice of school will be denied because of failure at the time of choice to provide any health record, birth certificate, or other document. The student will be tentatively assigned to the school in accordance with the plan and the choice made, and given ample time to obtain any required document. Curriculum, credit, and other procedures will not be applied in such a way as to hamper freedom of choice of any student.

Choices Once Made Cannot be Altered

Once a choice has been submitted, it may not be changed, even though the choice period has not ended. The choice is binding for the school year to which it applies, except in the case of (1) compelling hardship, (2) change of residence to a place where another school is closer, (3) the availability of a school designed to fit the special needs of a physically handicapped student, (4) the availability of a school of a course of study required by the student, which is not available at the school chosen.

Other Aspects of Schools Desegregated

School-connected services, facilities, athletics, activities and programs are open to all on a desegregated basis. A student attending school for the first time on a desegregated basis may not be subject to any disqualification or waiting period for participation in school and programs, including athletics, which might otherwise apply because he is a transfer student. All transportation furnished by the school system will also operate on a desegregated basis. Faculties will be desegregated, and no staff member will lose his position because of race, color or national origin. This includes any case where less staff is needed because schools are closed or enrollment is reduced.

Transfer Across School System Lines

Arrangement will be made, or permission granted, by this school system for any students living in the community it serves to attend school in another school system, where this would tend to limit desegregation, or where the opportunity is not available to all students because of race, color or national origin. No arrangement will be made, or permission granted, by this school system for any student to attend school in another school system to attend school in this system, where this would tend to limit desegregation, or where the opportunity is not available to all students without regard to race, color or national origin.

Violations To Be Reported

It is a violation of our desegregation plan for any school official or teacher to influence or coerce any person in the making of a choice or to threaten any person with penalties or promise favors for any choice made. It is also a violation of Federal regulations for any person to intimidate, threaten, coerce, retaliate or discriminate against any individual for the purpose of interfering with the free making of a choice at a school. Any person having any knowledge of any violation of these prohibitions should report the facts immediately by mail or in person to the Equal Educational Opportunities Program, U. S. Office of Education, Washington, D.C., 20202 (telephone 202-962-0333). The name of any person reporting any violation will not be disclosed without his consent. Any other violation of the desegregation plan of other schools based on race, color, or national origin in the school system is also a violation of Federal requirements, and should likewise be reported. Anyone with a complaint to report should first bring it to the attention of local school officials, unless he feels it would not be in his best interest to do so. If local officials do not correct the violation promptly, any person familiar with the facts of the violation should report it immediately to the U.S. Office of Education at the above address or phone number.

The Birmingham News

Thurs

CONCERN

St. Clair, Coosa lead

BY TOM GIBSON
News staff writer

The truck license tag business is booming in Coosa and St. Clair Counties these days.

These two counties led the state in sales of tags in the largest truck category — called trucks for hire.

DURING THE first half of 1967, these two counties sold more large truck tags than Jefferson. Yet by the last U.S. Census, Jefferson population was 634,864; St. Clair, 25,388 and Coosa, 10,726.

Coosa and St. Clair are giving keen competition to Jefferson in the "for hire" category of truck tag sales.

The only problem is that there isn't supposed to be any competition in tag sales.

In a five year period beginning in 1962, Coosa County "for hire" tag sales rose from five to 312. In St. Clair for the same period the sales rose from 366 to 576. In Jefferson the sales dropped from 464 to 307.

JEFFERSON COUNTY offi-

cial suspect truckers here of claiming their businesses to be in the small counties and buying tags there.

Why? The tags are cheaper there. The huge truck tags cost \$450 in all 67 counties.

But a personal property tax is added to the \$450. The tax assessors in the smaller counties may and often do assess at lower rates.

Jefferson County officials anticipate a new law from the present Legislature to cure the problem. They hope a bill will be passed to require

truck owners to buy tag where they keep their trucks.

If a bill is introduced it will spring from an interim tax committee headed by former Jefferson County Senator Larry Dumas.

DUMAS SAID his committee will make its recommendations to the present Legislature. He said what the Legislature does with the report is its business.

When the Dumas committee met in Birmingham, County Revenue Director Bradley

CONCERN IN JEFFERSON

Lead large truck

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When the Dumas committee met in Birmingham, County Revenue Director Bradley

Brown testified. Brown recommended a uniform, state-wide personal property rate on motor vehicles.

"It's not like real property," Brown told the committee. "A vehicle is worth just as much in Mobile as it is in Jefferson County."

Brown also recommended tightening the reins on tax assessors. He told the committee assessors would stick to a uniform rate if they were required to pay the difference if they go below it.

"WE HAVE NO way of

knowing what tax assessors other counties are charging on the value of the truck," said Brown. "But we do know we are losing hundreds of thousands of dollars."

Brown said Birmingham suffers more than any government. The Birmingham rate is \$3.60 per \$100 value. Most counties charge \$2.10 per \$100.

Brown said his report shows many new trucks being bought by firms in Jefferson County. He said the first year there is no personal property tax

Thursday, May 25, 1967

SECOND FRONT page

TURN IN JEFFERSON

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Brown said Birmingham suffers more than any government. The Birmingham motor vehicle tax rate is \$3.60 per \$100 value. Most counties charge \$2.10 per \$100.

Brown said his records show many new trucks bought by firms in Jefferson County. He said the first year there is no personal property tax.

"But the next year the trucks disappear," said Brown. "The owners tell us they have been shipped out."

BROWN SAID many small firms or individual truck owners come to his office and give a rural route as their only address.

"Naturally they don't live in any municipality collecting a tax on their trucks," said Brown.

The concern over where truck tags are bought is due to a new truck tag law already passed. Beginning

this year truck owners will no longer be assessed for the value of their vehicles. Instead they will be charged by the weight of the truck plus the weight of what it carries.

Brown said his office will leave it up to the truck owners to declare the weight of the trucks plus their loads.

He said the weights can be checked, however. They can be checked by portable scales. He said they can be checked at the borders of states like Florida and Mississippi which have truck weighing stations.

116 Seniors Will Get Diplomas Monday Nite

The end of their high school years comes for 116 members the Pell City high school Senior class next Monday night, May 23, when Roy Mann, high school principal, hands out the fresh, new diplomas.

Graduation exercises will be held Monday night at Alumni Stadium beginning at 8 o'clock. Dr. Roy Culp, president Alabama College, will address the graduates and visitors. Hugh H. Williamson, county superintendent, will say the invocation and Principal Roy Mann will award the diplomas and special awards.

Baccalaureate exercises will be held Sunday afternoon also at the stadium at 5:30. Rev. Wayne Graham, pastor Pell City's First Methodist church will deliver the Baccalaureate sermon. Harold Williams, President the County Board of Education, will say the invocation. Members the First Methodist Choir will sing for the occasion.

Officers of the senior class are Rickey Polk, president, Ronald Cook, vice president, Jane Cordle, secretary and Patricia Hallman, treasurer.

Class sponsors are faculty members Miss Beatrice Alexander, Mrs. Carolyn W. Harris, C. C. Lee and John S'ovensky.

Members of the senior class are:

Adams, Robin Michael
Alexander, Thomas Reed
Alverson, Mitchell Wade
Bain, Donna Diane
Bain, Judy Anne
Bates, Howard Clinton
Bean, Bruce Wayne
Bell, Robert Thomas
Blake, Sherry Adele
Brazier, John Calvin
Brown, Mary Ruth
Bryan, Bobby Doyle
Burns, Vernon L., Jr.
Callahan, Michael Dale
Callahan, Richard Stanley

Cook, Ronald Clayton
Cordle, Carolyn Jane
Davis, Jere Lynn
Davis, Wiley Joseph
Dendy, Terry Wayne
Ensley, Bobbie Jean
Ensley, James Michael
Epperson, Patty Dockery
Epperson, Vincent Eugene
Erwin, Jerry Don
Fambrough, Ann Anderson
Florida, John Robert
Franklin, Ivalee Lounette
Funderburg, Judy Gail
Gant, Linda Carol
Gilham, Elizabeth Ann
Ginn, Rebecca Ann
Gorden, Howard Douglas
Golden, Wanda Faye
Gouwin, Sharon Dean
Goss, Thomas Hoyt
Gossett, Julian David
Gravette, Teresa Dianne
Gunter, Amelia Ann
Guy, Shirley Ann
Hall, Barbara Lea
Hallman, Patricia Ann
Hannah, Robert Dale
Hargett, William Grady
Haynes, Cheryl Dianne
Hazelwood, Edna Marion
Holladay, Roy Harris II
Horsley, James Curtis
Howard, Edith Joyce
Hunter, Janice Elaine
Ingram, Dorothy Anita
Jones, Brenda Lou
Jones, Glenda Sue
Kerr, Peggy Jean
Kimberly, Ronny Dale
Lee, Bobbie
Lee, Christopher Eugene
Litty, William Porter
Manning, Charlotte Elaine
Manning, Thomas Allen
Mathis, David
Mathis, Doiores Ann
Merryman, Barbara Jean
Milam, Ottis Ray
Miller, Brenda Kay
Mills, Rebecca Marie
Moore, Euren Richard
Moore, Rhonda Gaye

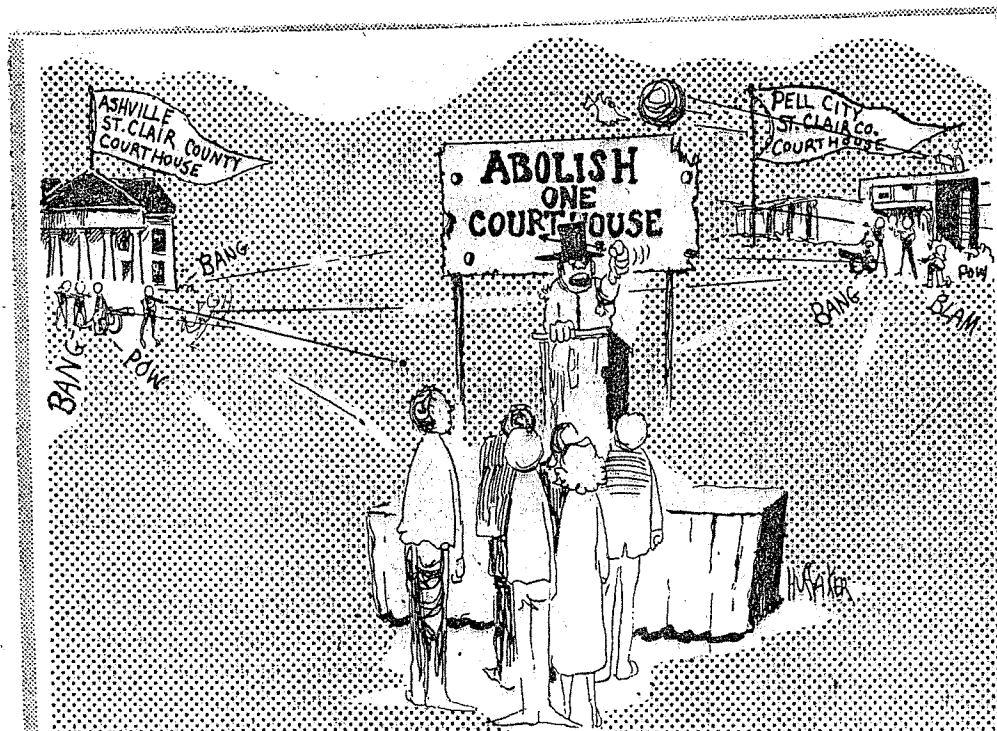
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Blake, Sherry Adele
Brazier, John Calvin
Brown, Mary Ruth
Bryan, Bobby Doyle
Burns, Vernon L., Jr.
Callahan, Michael Dale
Callahan, Richard Stanley
Castleberry, Mary Ruth

Guy, Shirley Ann
Hall, Barbara Lea
Hallman, Patricia Ann
Hannah, Robert Dale
Hargett, William Grady
Haynes, Cheryl Dianne
Hazelwood, Edna Marion
Holladay, Roy Harris II
Horsley, James Curtis
Howard, Edith Joyce
Hunter, Janice Elaine
Ingram, Dorothy Anita
Jones, Brenda Lou
Jones, Glenda Sue
Kerr, Peggy Jean
Kimberly, Ronny Dale
Lee, Bobbie
Lee, Christopher Eugene
Litty, Williams Porter
Manning, Charlotte Elaine
Manning, Thomas Alien
Mathis, David
Mathis, Doiores Ann
Merryman, Barbara Jean
Milam, Ottis Ray
Miller, Brenda Kay
Mills, Rebecca Marie
Moore, Euren Richard
Moore, Rhonda Gaye
McCullough, Sharon Lynn
O'Neal, Jerry Wayne
Owen, Beverly
Owen, Sherri Dale
Patmon, Claudia Ann
Patterson, Priscilla Jane
Pepper, Jackie Gail
Perry, Suellen
Pike, Judy Anne
Polk, Rickey L.
Powell, Richard A.
Ramsey, Larry James
Ramsey, Rose
Ramsey, Sharron Kay
Raughton, Joyce
Rice, Linda Carol
Rich, Jenny McCullough
Rich, Kathleen
Richey, Jimmy Dale
Richey, Judy Ann
Rickles, Danny Ray
Roe, Terry
Roe, Vivian Joan
Sewell, Linda Gail
Simpkins, Jerry Lynn
Smith, Clyde Green, Jr.
Smith, Robert Michael
Smith, Sandra Kay
Smith, Shirley Faye
Smith, Suzanne
Southern, Kyle David
Stewart, John Michael
Tomlin, Janice Louise
Tucker, Michael Allen
Tucker, Sharron Janice
Vardaman, Donald Lee
Vardaman, Marion Brasher
Walker, William Sam
Walton, Faith Wiggins
Watson, Mary Anne
Wiley, Linda Sue
Williams, Anna Carla
Williams, Wanda Gail
Worthy, Samuel Arvin
Wyatt, Richard Lynn
Yarbrough, Morgan
Youngblood, Joe Tom



ROADS TAKE A BEATING

Politicians blooming in St. Clair County

BY BOB HAWKINS
News staff writer

PELL CITY, March 8—Every four years when the sap starts rising, politicians burn up the roads, jamming candidate cards with their pictures on them into every screen door in the countryside.

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March 8, 1966

Politicians Blooming in St. Clair County

BY BOB HAWKINS
News staff writer

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THAT'S THE WAY it is in 67 counties in the Camellia State, but here in St. Clair where the state's flower won't grow, the politicians are blooming out all over.

Tax Collector Alse Scott breathed a sigh of relief on qualifying deadline day when nary a soul came out against him. This lack of opposition didn't shock anyone, because Scott, a humble gentleman, is a virtual tiger at the polls. Even the Republicans have no stomach for tangling with him.

St. Clair is divided in the middle by a mountain ridge that begins in Pennsylvania and plays out at Birmingham. But to the majority on the south side the other half might as well be in Pennsylvania. Ashville and Pell City seldom make eyes at each other, although some shrewd politician in a past generation saw to it that both towns got a courthouse.

Some years ago a candidate with one eye on economics and the other in the clouds ran on the premise that if elected, he'd do away with one of the courthouses. He didn't get elected and was lucky to get out of the campaign with his life. There hasn't been anyone in the past two decades to mention such a thing, even in the confines of his own home.

THE POTENTATE of St. Clair politics hung up the gloves awhile back. Venerable Ward Forman of Springville, a buffer zone to the oblique of Pell City and Ashville, retired as probate judge after a quarter century. He was and still is a dapper

dresser, and kept his hands in Montgomery's hip pocket to build up county farm-to-market roads. Judge Forman had an uncanny knack for getting things done. Not that he didn't have enemies. He did. But he hung in there till his projects were finished.

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Last November droves of voters pulled the elephant's snout and the Republicans made a clean sweep of everything available in the courthouse. French Whitten, not long removed from Cumberland Law School, was elected circuit judge on the GOP ticket in a landslide which left even him speechless. However, lawyers in the district seem satisfied with his conduct on the bench, if not with his distaff politics.

When the lawmaking intelligencia split up the state at the Supreme Court's direction, St. Clair was put in a district with Blount and Marshall Counties. Blount and St. Clair have comparable voting populations, but Marshall could put both down in a showdown. Two from Marshall and one each from St. Clair and Blount are in the running for Senate. Since Marshall and St. Clair have tremendous backwater tourist attractions and industry-hawking possibilities, candidates from these two are going all out in a stand against water pollution.

AUBREY CARR of Marshall co-authored the anti-pollution bill, but St. Clair's entry, Roy Coshatt, says he'll go up to Marshall and "out-anti-pollution" Carr. Carr is an undertaker, Coshatt an optometrist.

The job as coroner of St. Clair is hogging the sideshow this trip. Both candidates are considered affluent individuals, but both are running like they didn't have a grain of salt in the house.

Incumbent Jimmy Davis, a cobbler by trade, is a rotund, good-natured individual who said he was surprised that druggist Bob Hall would come out against him. Hall says Davis is needed full-time in the shoe shop.

Each is sympathetic toward the other, and most voters may play "eenie, meenie, minne, mo" before pulling the lever.

Burning Lam News - March 8, 1966



PICTURE OF A MILLION DOLLAR 'INDUSTRY' IN FULL OPERATION
Waters of Logan Martin Lake bring boating, fishing and other recreation

Fun 'industry' brings in \$ million a month

PELL CITY
What was once a free-flowing river, ebbing in the summer and rising in the winter, and providing occasionally good fishing for those with nothing else to do, now pours over \$1 million a month into the area economy!

Logan Martin Lake, created by Alabama Power Co., has backed the waters up into a picturesque recreation lake that last year brought in more than \$17.9 million in tourist business.

It was only four years ago that the dam's gates were closed and the water started backing up.

SINCE THEN, more than \$27 million has been spent for capital investments on construction projects. By 1971, the value of recreation facilities on the lake will top \$50 million, experts predict.

Since the waters began backing up, a fantastic change has taken place in the land, the people and the economy.

During these four years, more than 2,432 homes and cottages were built in the lake area. During the same period,

large number of boats kept regularly on a year-round basis at Pine Harbor Marina.

During 1967, more than 2.5 million man-day visits were made to the area, bringing in more than \$17.9 million.

The three major recreational facilities are the Pine Harbor complex, including a large motel, swimming pool, swimming beach area, meeting facilities, the marina, and a large docks and slip area capable of handling hundreds of boats. Brothers Four Motel and Big Bull Restaurant, with beach and swim area, and docking facilities, both near the Pell City-Cropwell area, and the Holiday Inn complex at Riverside, which has a large facility for boating.

As if the 'industry' weren't moving fast enough, developers have formed a "SCAT" organization, aimed at developing facilities still farther.

The name stands for "St. Clair County Association for Tourism and Recreation" and is being expanded to include 14 counties organized similar to the Alabama Mountain Lakes Association. Pur-

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Birmingham News

SPECIAL
PELL CITY
EDITION

Birmingham, Ala., Sunday, July 21, 1968

NO SIGN OF SLOWDOWN

Happy sounds reflect progress in Pell City

PELL CITY is full of construction noises of thousands of happy persons have moved with the tinkling chimes in a happy growth and Pell City.

The waters of Logan are bringing the best "industry" as making a place in the tourism maps.

Businesses have located and have expanded, a new is going up, and new centers are being

With this growth and commerce, Pell City had to change its mode of living of its city officials planning so that they can keep abreast with

From all indications, nowhere leveling of the East-speedway should cost millions of dollars in the area each

year, and Pell City is near enough to benefit tremendously.

Pell City has much to offer industry. It is near Birmingham, on a four-lane interstate highway, near the river in the middle of a vast recreation area, and has an airport that would be the envy of cities of much larger size.

An industrial park also is in the development stage.

Mayor Otis Perry, who was on the city council for eight years before becoming mayor four years ago, is an old hand at handling municipal affairs, but the growth of Pell City causes him to have to burn the midnight oil frequently.

THE BIGGEST street paving project in the history of Pell City is underway at present. Costing about \$55,000, it will call for eight miles of resurfacing, half with double surface treatment and the remainder with plant mix. Also, four miles of dirt or gravel streets will be black-topped during the program.

The city is preparing the base and doing the patchwork. The State Highway Department is doing the paving. The area to be upgraded covers the northern part of town to Logan Martin Lake area and Eden.

To help bring more favorable insurance rates to Pell City, the city has agreed to buy an additional fire truck and is in the process of adding two more fulltime firemen for the Cropwell Station. The city has gone on record for the purchase of a new ladder-pumper.

"We are extending water and sewer lines to the hospital and airport area," said the mayor.

The fire department, headed by Chief Cecil Guthrie, has 38 volunteers, plus two fulltime men.

A NEW INDUSTRY, the Anesite Division of James B. Clow & Co., recently opened here. It makes plastic pipe for use by municipalities, home builders and industry. Avon-



EXPANSION OF FIRE DEPARTMENT STUDIED
By Mayor Otis Perry and Chief Cecil Guthrie

dale Mills is the biggest single employer.

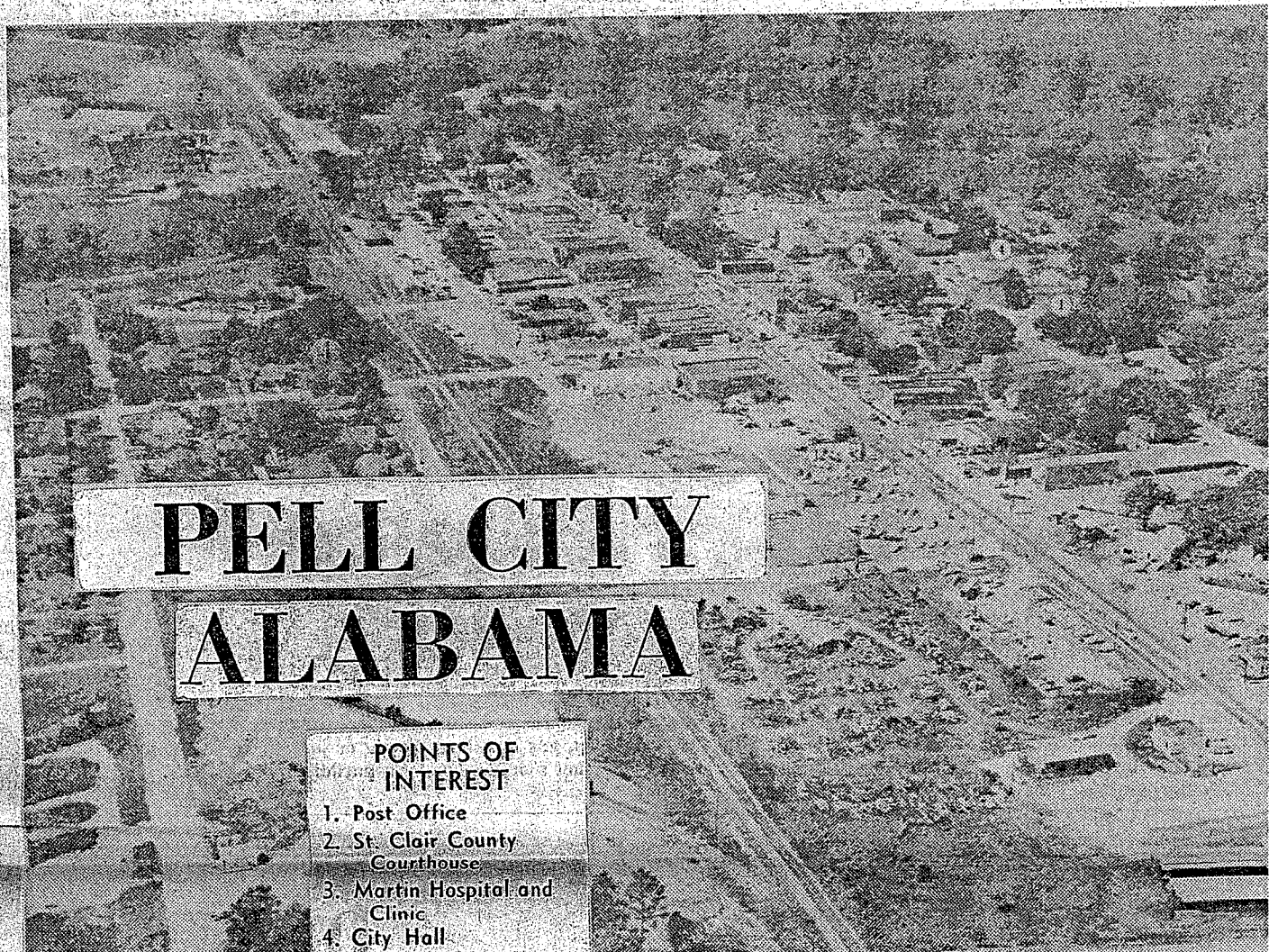
Working with the mayor are Councilmen Joe Kilgore, mayor pro tem; Dill Nixon, Ray-

mond Cox, Horace Clayton and James Smith. Ruble Bowling is police chief, Edwin Holliday is city attorney, and Mrs. Betty Scott is city clerk.

Busy Jaycees play Santa every day

PELL CITY members of the Pell City Jaycees play Santa Claus in the community every day in the year, although busier than usual around Christmas.

Saluting...



PELL CITY ALABAMA

POINTS OF INTEREST

1. Post Office
2. St. Clair County
Courthouse
3. Martin Hospital and
Clinic
4. City Hall

Beautiful, Progressive PELL CITY located within a half-mile of a multi-million dollar recreational industry, is anticipating a breath-taking period of industrial and residential growth. The nearness of water, location of major highway, air and rail connections to all points and "a big welcome mat" indicate nothing but progress for this Alabama City located near the Logan-Martin Lake in St. Clair County. Look To Pell City To Provide . . .

EXCELLENT INDUSTRIAL OPPORTUNITY

SUPERB RECREATIONAL FACILITIES

PELL CITY, ALABAMA

ROWING WITH ALABAMA AND THE SOUTH

365 recreation trails, free access areas and eight free launching sites have been added to both sides of the lake.

The word of the good boating and fishing provided in the area spread rapidly. And the choice facilities for water skiing and other sports, plus the motels and marinas intensified this interest. And added to all this was the fact that all these facilities ranged from a few hundred yards to about five miles at the most off an interstate highway.

This recreational mecca is about a 35-minute drive from Birmingham, and is within equally easy reach of other municipalities, including Gadsden, Anniston, Talladega (in the backyard) and Sylacauga.

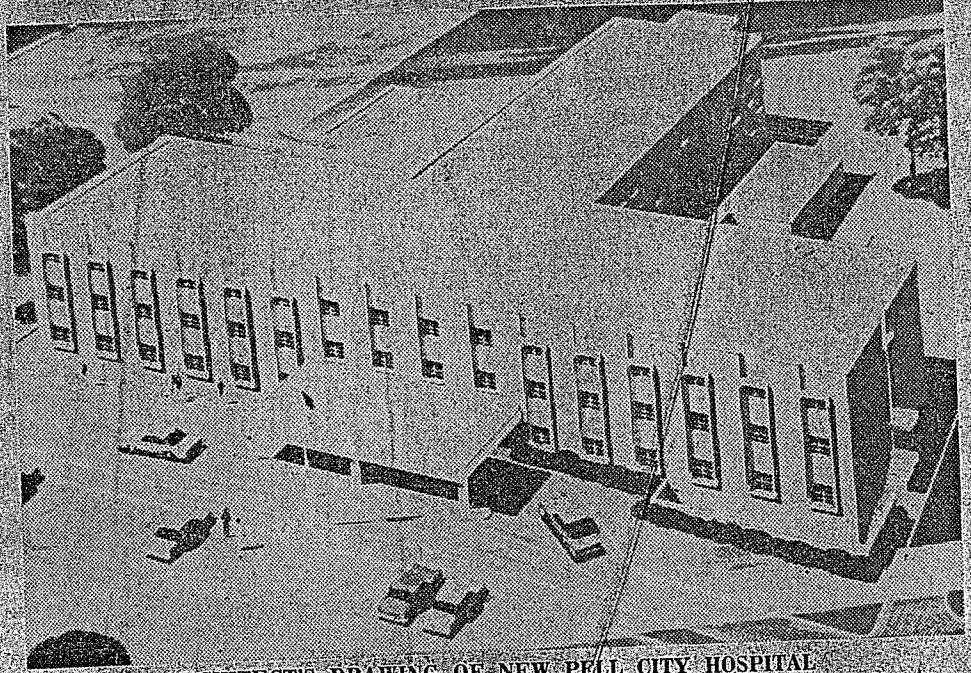
But people come from hundreds of miles to the area. Evidence of this is the

encouraging and assisting recreational development.

"In these 15 counties," said Charles Abbott, owner of the Brothers Four motel and association president, "we offer anything you can find anywhere else in the U. S. A."

Abbott said another of the purposes is to expand the scope of recreational facilities, and to stretch the season. Additional golf course facilities are in the planning.

Other officers of the association are Warren Musgrove, vice president, and Floyd Goodgame, secretary-treasurer. The counties included in the organization are Jefferson, St. Clair, Etowah, Cherokee, Calhoun, Chilton, Ceburne, Clay, Talladega, Shelby, Tallapoosa, Coosa, Montgomery, Elmore and Randolph.



ARCHITECT'S DRAWING OF NEW PELL CITY HOSPITAL
Construction underway on \$2 million facility

Hospital under construction; opening set for fall of 1969

PELL CITY A long time in the planning, and a still longer time in the needing stage, the \$2 million Pell City Hospital is under construction with a tentative opening date set for the fall of 1969.

The four-story facility was designed by Birmingham Architect Paul Hager and Associates.

Pearce, DeMoss & King, Inc., of Decatur, are the contractors for the 68-bed hospital which is being built near the intersection of Highway 231 and I-20.

Construction began around July 1 and will take about one year.

latter amount \$1 million will be financed through a bond issue, and \$280,000 will come from the revenue from a 4 mill county-wide tax earmarked for this purpose.

Plans are for the hospital to expand to 100 beds when the need justifies it.

The hospital will have two major operating rooms, one minor operating room, a delivery room, an emergency delivery room, a large emergency room capable of handling five patients at one time, and complete lab, X-ray and central supply facilities.

THE HOSPITAL WILL have 16 private rooms, with the rest semi private. The private rooms will have electrically

conversations with the nurse. Oxygen facilities are being built into each room.

The hospital will employ from 120 to 125 persons when it opens. Construction procedures were instituted by a hospital board which was appointed last November. The board officially took over the project this February.

Members of the board are Harold King, chairman; E. A. Borders, vice chairman; H. L. Eubanks, secretary; J. T. Newman, treasurer, and Ed Blair, Ben Burttram, J. B. Martin, Wade Roper and Bobby Pinkston. Probate Judge J. Hoyt Hamilton is ex officio member of the board. Efforts are underway at present to find an administra-

...members busy. PRESENT THE CLUB has set a goal of going out far beyond the city limits and attaining the recognition.

Under the leadership of Charles Lockridge, president, the club has set its sights on being the Number 1 club in the state in Jaycee competition.

The club has conducted a community survey to let citizens express their views, likes and dislikes about the city and to make suggestions for improvements. They plan to give copies of the results to candidates in the upcoming city elections so they can see how they stand on the issues.

Coming year, the club plans to hold its first Miss Pageant, sending the winner into the state.

FOR CHRISTMAS, shopping tour for needy children, the biggest and most exciting program the club has had. This past year, the Jaycees took 35 members on a tour of the town, providing them with gifts, toys, and baskets of food and fruit. Santa Claus was on hand to add to the excitement.

The club also sponsored a Christmas parade, said to have been the biggest ever held here. Two bands, a large elaborate float, and a parade.

Another part of the program was a "Queen of Christmas" beauty contest, which was won by Montgomery. The four beauties entered the contest.

The Jaycees also held a highly successful fair and sale and plans to continue its sponsorship of junior and junior golf tournaments.

THE CLUB SELLS memberships on stadium cushions with half the proceeds going to the Boy Scouts and the other half to the Jaycees.

Valentine to Pell City makes Pe One news

PELL CITY Municipality that rapidly becoming one of the area's number one recreation centers, Pell City, is the "Pe One news" in this special edition of the Sunday Birmingham News.

This edition offers a Valentine to the leaders, citizens, and the excellent recreational facilities of the area.

Also in the spotlight are the members of the Pell City Jaycees, who are distributing this special edition, which features a front page dedication exclusively to stories and pictures of this busy area.

The Birmingham News made a contribution to the Jaycees matching the proceeds from this special edition so that all the club's many civic and recreation programs can be kept by the club.

This is another in a series of programs carried out by The News and Jaycees all over the state in which thousands of dollars have been raised for worthwhile causes.

Stories and pictures by News staff writer Thomas P. Hill.

The remainder to help other Jaycee projects. This special sale of Birmingham News also is a major money-maker for the club.

THE CLUB WILL PARTICIPATE in the News Election Service in the Nov. 5 election, with Jaycees set to man each polling place in the county and telephone results immediately.

A get-out-the-vote drive will be held prior to the general election.

The club, which meets on the first and third Tuesdays each month at the B... restaurant, has 25 active members, but plans to increase that in six months.

Helping President... direct the club are Delma Perry, internal president; James Perry,



OFFICERS OF BUSY PELL CITY JAYCEE CLUB. Front row, Lee Ormond, Charles Lockridge and James Perry; back row, Delma Perry, William T. Parker and Buster Hulleff.

ECONOMY ON UPSWING Banks expanding, will match steps with area

PELL CITY When citizens of this area "struck water" it was the story of Sutter's Gold all over again, and the strongest evidence of the health of the economy is what is happening to Pell City's two banks.

The new wealth brought in by the recreational bonanza of Logan Martin Lake has resulted in a 56 per cent increase in the ad valorem tax since 1960, during which time bank deposits have about doubled.

And to meet the new and expanding economy, both of Pell City's banks have announced expansion programs.

Nearing completion is the new home of the Union State Bank, which observed its 65th anniversary this year.

THE NEW BUILDING, of Williamsburg architecture,

has 5,000 square feet of floor space and was designed by Cobbs, Adams & Benton, architects, of Birmingham. Contractor was Hugh Moates of Sylacauga.

A full-service bank, it will provide two drive-in teller windows, ample off-street parking, and a night depository.

The bank hopes to leave its 60-year-old home and move into the new facility by this fall.

Officials of the bank are Mrs. Gloria Roberson, president; J. A. Hargett, executive vice president, and V. W. Ormond, cashier.

THE PEOPLE'S BANK, which opened here July 8, 1960, also is planning to move into a new building by this coming spring.

Bank officials said preliminary plans have been checked, and they are in the final revision stage. They hope to start construction within the next three or four months.

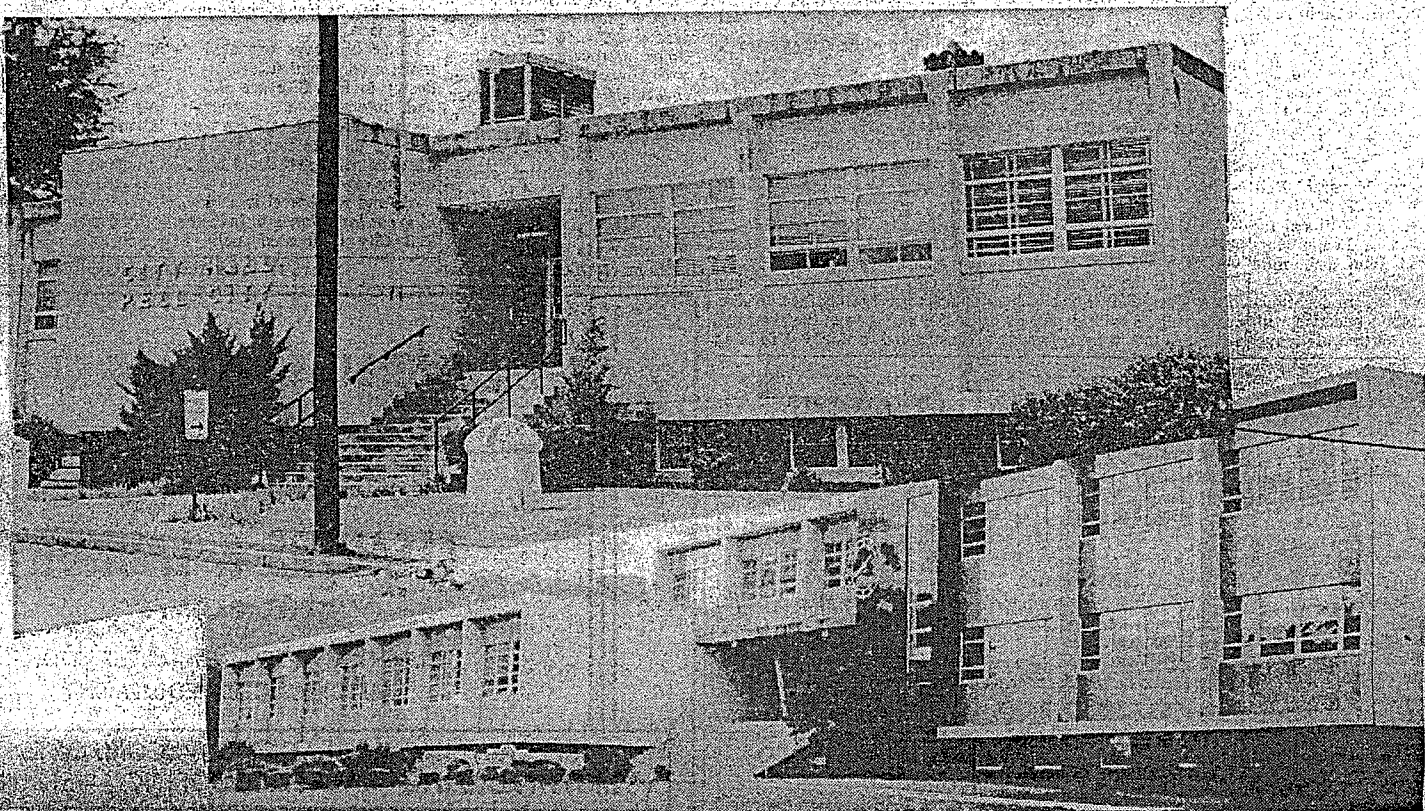
The facility, designed by Charles H. McGauley & Associates of Birmingham, will have more than 6,000 square feet of floor space. It will be a full-service facility with drive-in tellers, night depository and off-street parking.

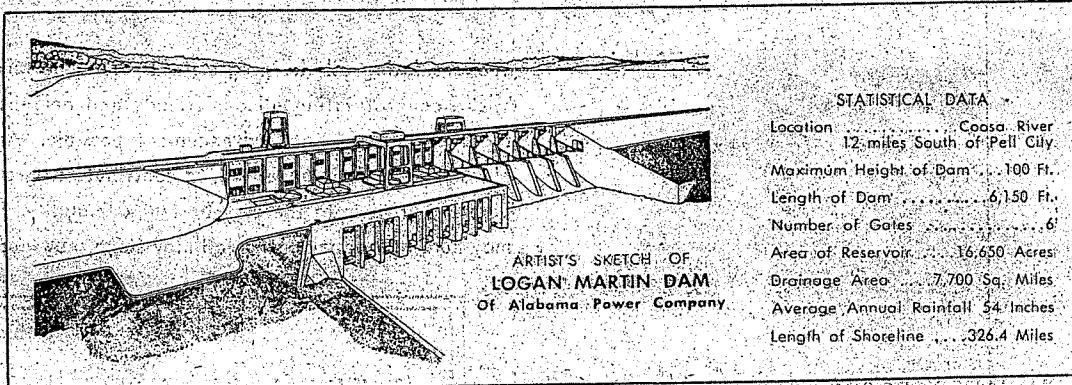
Harold King is president of the bank, and T. W. Milner is chairman of the board. Other officers are Joe W. Kufore, vice president and cashier, and Bobby R. Pinkston, assistant cashier and manager of the bank's Ragland branch.

The People's Bank has assets of \$4,910,354.34 as of the end of 1967.



PELL CITY, ALABAMA





ARTIST'S SKETCH OF
LOGAN MARTIN DAM
 Of Alabama Power Company

STATISTICAL DATA

Location Coosa River
 12 miles South of Pell City
 Maximum Height of Dam . . . 100 Ft.
 Length of Dam 6,150 Ft.
 Number of Gates 6
 Area of Reservoir 16,650 Acres
 Drainage Area 7,700 Sq. Miles
 Average Annual Rainfall 54 Inches
 Length of Shoreline 326.4 Miles

EXCELLENT INDUSTRIAL OPPORTUNITY

MAYOR—OTIS PERRY

Councilmen: Wallace Shoemaker, Dr. Cox, Dill Nixon, James Smith, and Dr. Clayton

WELCOME TO PELL CITY!

HAGAN DRUGS

LOW PRICES—QUALITY DRUGS

- GIFTS
- INFANT SUPPLIES
- SICK ROOM SUPPLIES
- COSMETICS
- FOUNTAIN SERVICE

★ FREE ★
CITY WIDE DELIVERY

1922 COGSWELL

338-7090

Community Survey In Plans

Pell City's Jaycees Beehive Of Civic-Centered Activity

Although the group is just a little over a year old, the members of the Pell City Junior Chamber of Commerce have been busy as bees in their plans to better their city and take advantage of opportunities made available through the development of Logan Martin Lake.

Coming up next, of course, is what the Jaycees hope will be the annual outboard motorboat championship races for the Southeastern Division Aug. 7-8.

Coupled with the races, expected to draw between 250 and 350 boats from several states, will be a dance, beauty pageant and a barbecue.

The Jaycees played Santa during the Christmas holidays, taking 40 underprivileged children on a Christmas shopping tour with the aid of the Jayceettes.

They earlier collected used toys and painted and repaired them. The youngsters then were brought to town Christmas-Eve and given the repaired toys. After this, the kiddies were taken on a shopping expedition.

So pleased were the Jaycees at the project, they plan to increase the number of youngsters to 100 this year.

Development of the resort area of nearby Logan Martin Lake has enabled the Pell City Jaycees to bid for and get the

the Big Bull Restaurant and workshop. This program The club plans a survey to let the town on July 17. Sessions will be at (See Jaycees on P



SAIL AHOY! — The boatman will be crying many times now on Logan Martin as multi-colored sail for fair winds and following seas on the lake which has formed St. Clair County into a water wonderland. It begins to fill the sail of a small rig as another quiet onto Logan Martin under wind power begins.

Selected Lakeside Lots on Beautiful
LOGAN MARTIN LAKE

GET A TRADING



Where Else Can You Find

Paved Streets, Water, Gas

EASY TERMS—PRICED FROM

\$2,600 TO \$8,000

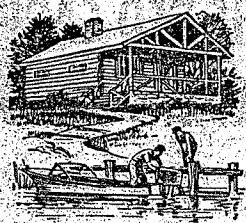
Ideal For Year Round Living or Retirement
Highly Restricted Neighborhood

No trailers, shell homes or substandard homes.
REESE-KING REALTY CO., 60-Year-Old Firm, has
spent over \$200,000 in getting this development
underway.

Write For
Brochure

Directions:

Go out Interstate Highway 20
to Pell City Interchange with
U.S. Highway 231; turn South
(right) on U.S. 231; go 3.2
miles to Cropwell; Turn East
(left) through Cropwell.
Follow signs.



Historic

MAYS BEND

Development

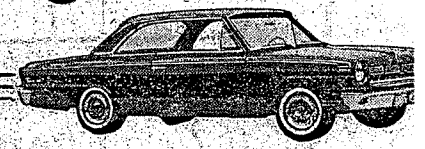
REESE-KING REALTY CO.

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**PROPOSITION ON A NEW
DODGE OR RAMBLE**



AT

ECONOMY

Motor Sales
Inc.

New & Used Cars and Trucks

118 COMER AVE.

338-2

The Coosie New Girl To Pell City Sportsmen

JOHN McCAA, JR. sed to be "Ole Coosie" air Countians, that sluggy muddy river snaking the hills from Georgia the rich, fertile land etched for miles away r banks. but not too spectacular. is "Ole Coosie." as just plain old, brown old Coosa River. she's a different gal new figure and a come-lifting. She's left the s; it were, and become a ver a domain of fisher- eshwater mermaids and ort enthusiasts.

She's New Lake she's Alabama's newest test-growing water won- stretching 48.5 river s the new Logan Martin

back by the 6075-foot- mbination concrete spill- nd powerhouse section then dam of Logan she was spilled out onto r of her valley to form ificent 18,000 - acre res-

Martin Lake, still with y tint from spring raina vered farmlands, now ousands of fishermen, iers, sailors, hydro- speedboaters, canoers, t tired folks needing re-

"Ole Coosie" in her new Logan Martin, can read all as a full-grown lake the May best way to see her in er attributes is from the

ads Through Hills ng Northeast from the ward Lock 3 at Ohatchee, cut roads tunnel through hills to vacation lake ngs, some with homes protruding from steep on stilts, others with iding viewpoints a top ided hills. about with at least 50

private sailing clubs. Next it's over the mainland of St. Clair County with the lake now narrowed by high ground to the east.

Situated on the mainland is the cultivated greenness of a golf course not a half-mile from the lake. Between the course and the lake is a freshly-graded strip of land. A 3500-foot air strip is soon to be topped to provide air travelers with a pleasant lakeside stop.

The plane banks to the left and the mouth of Choocolocco Creek passes under her nose. The creek narrows upstream of the mouth and then spreads wide into a quiet expanse where many have built summer homes and lake houses.

The aircraft steadies up on a northerly heading. Ahead lies another complex. But this time it's a series of three spans across the lake - the new Coosa River Bridge carrying Interstate 20

across, old Bankhead Bridge and Southern Railway's trestle.

Flanking each side of the lake here at Riverside are several marinas from which can be traced wakes of speeding outboards.

Reservoir Is Covered The flight path has covered a reservoir which only since the first of May has been up to summer pool. The gates at Logan Martin Dam were closed last August to begin the gradual etc-

vation to winter pool level. But recreation - thirsty folks' mouths began watering in April when Alabama Power Co. announced that summer level would be reached by May.

Even before this time there were people anticipating the outdoor potential of the lake area. There were at least 10 marinas, six boat docks and fish camps, and several lakeside residential developments before the lake ing.

was filled. Now, the number has probably increased a third of that count.

There are many, many spots where the fisherman can rent boats, buy bait and go after the big one.

Many marinas not only provide docking and year-round storage for pleasure boats, but handle complete lines of boats, motors, equipment and service developments before the lake ing.

THE PEOPLES BANK GROWING FOR

Tomorrow!

WITH THE

PEOPLE OF ST. CLAIR COUNTY

We are proud of our community and proud of the confidence you have placed in St. Clair County's Most Progressive Bank". Without you, the people of Pell City and St. Clair County, our tremendous growth could not have been possible.

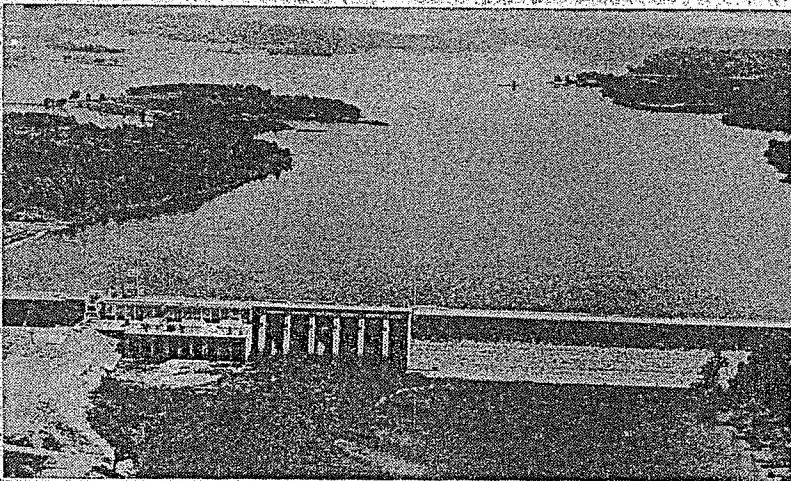
It is our pledge to you that we will remain progressive, making every effort to stay one step ahead providing the latest in modern banking facilities.

We invite you to visit our FULL SERVICE bank often. Two convenient locations to serve you, Pell City and Ragland. Modern Drive-In Banking Facilities.

THE PEOPLES BANK

PELL CITY, ALABAMA

MEMBER F.D.I.C.



POWER AND PLEASURE LOGAN MARTIN'S STORY—A new story is being written into St. Clair County's history by Logan Martin powerhouse and reservoir. Her 676-foot long dam backs up an 18-acre reservoir producing both power and pleasure to surrounding land. Although the powerhouse has been operating since last August, Logan Martin has brought the county into its own as a vacationland weekender's wonderland.

RELY ON YOUR FRIENDLY PHARMACIST...



PUT YOUR TRUST IN OUR COMPETENT HANDS...

PELL CITY DRUGS

FREE DELIVERY SERVICE

1901 COGSWELL

338-7128

Landlocked No More

St. Clair Is Living On The Lake Now

By JOHN McCAA, JR.
If somebody walked up to you this time last year on the streets of Ragland or Pell City and talked of "the lake" and their "houseboat," "sailboat," or "water ski rig," you'd have thought them a little crazy.

But today, eyes would brighten and conversation would be enthusiastic about "the lake" and all.

For since the first of May, thousands of St. Clair County folk have broken from their landlocked habits and taken command of their craft on Logan Martin Lake, Alabama's newest and fastest-growing water wonderland.

Water sports that used to be exclusive to vacation time now are an afternoon and off-day normal occasion as the carpenter, businessman or farmer takes the helm of his boat — be it a small sailfish, a hydroplane, canoe, cabin cruiser or paddle wheeler.

By now, don't be surprised at what you see.

For two years now, concrete launching ramps and crested pilings have stood awkwardly in plowed fields and newly cleared lands. Finally, Logan Martin reached summer level and every imaginable sort of boat has taken to the water.

Some lovely young freshwater mermaids have also turned out to adorn her shore and piers.

Now the new lake still settling out the silt of spring rains and carrying away the trash floated free by spilling out into

century-old farmlands, is host daily to a myriad of boat types.

In a shaded cove, covered with men with leathery necks shaded by straw hats, drift along the shore in a flat-bottomed boat. Some of the other fishermen are in aluminum boats with small electric motors. But they are aboard pine-planked affairs caulked with tar and insulation matting.

Around the point skims a fiber glass inboard-outboard rig, her caterman-styled hull slapping the gentle ripples. Spraying behind a plum of Ole-Coosie into the May morning darts twin skiers on slaloms. She's (the boat) got at least 100 horseshoes pushing her!

Across the lake, low-lying hills have their gray-green backdrop punctuated with graceful, multi-colored sails. Some with sails flung out running with the wind and others struggling to keep the wind just off the bow as they tack upwind.

The oldtimers are startled. Did they actually hear the rhythmic splash of an old paddle wheeler. Low and behold there she is — a 35- to 40-foot er paddle wheel, slapping and even fake smokestacks!

She's close abeam. Inside you can see paneled walls and fancy modern light fixtures, lounge chairs. And there's the skipper topside in the bridge.

What's Ole Coosie comin' to?

Lookie there. A steel-hulled houseboat of sorts. She's an inboard with a clean bow, slight

(See St. Clair on Page 11)

Safety Keeps F In Boati

State Water Designed Fo

Have fun while I summer on Alabama ways, but, please, and obey the state's by laws.

The 1959 Water Safety Act designed to promote and enjoyment of waterways, to provide registration of water to insure the safety and property in connection with the use of the water state.

The act provides for mechanically propelled sailboats and rental boats to be registered.

Some of the safety are:

—Be careful with fuel lines tight clean at all times. when refueling. When tanks should be refueled at a dock or

—Do not overload adequate free-board.

—Keep an alert Watch out for swirl may be outside the bathing area.

—Watch your wake capsizes a small craft

—Keep fire extinguishing equipment in condition.

—Obey the rules of They are your water laws.

—Children aboard

(See Safety on Page 11)

PELL CITY'S FINEST

DRUGS

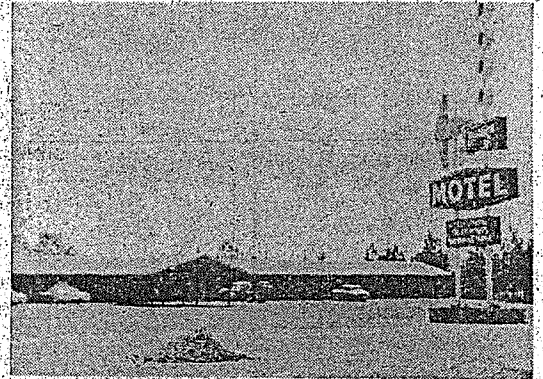
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Pell City Jaycees To Bring Motorboat Races In August

PELL CITY — August has much in store for fans of outboard motorboat races, thanks to the efforts of Pell City Jaycees. The energetic group is right in the middle of plans for the

Southeastern Division Outboard Racing Association Championship races Aug. 7-8 on Logan Martin Lake here. The Jaycees, who hope the regatta will be an annual event, are putting on the races in association with the Gadsden Boat

Racing Association. Drivers for the races, which are sanctioned by the American Power Boat Association's racing outboard division, are expected to come from Alabama, Georgia, Kentucky, Tennessee, West Virginia, North Carolina, South Carolina and Florida, as well as other states in the eastern half of the nation.

Some 250 to 350 boats are expected to be entered in the eight classes of competition, four hydroplane and four runabout. Classes are A, B, C and C-1.

For the two final heats, prize money will be paid on a heat basis of \$40 first, \$30 second, \$20 third and \$10 for fourth.

A large trophy will be awarded the driver scoring the most points during the regatta.

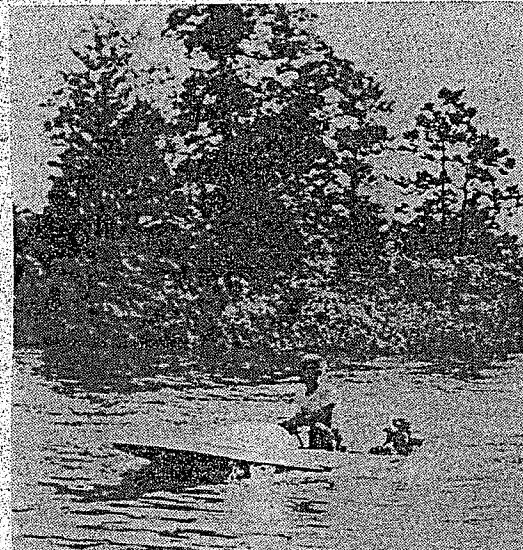
A one and two-thirds mile surveyed course is under preparation and will be approved for records.

The site has been described as "ideal" from a spectator standpoint, as the shoreline in the area is clear and has a long gradual "amphitheater" slope to the waterline, allowing thousands of persons unobstructed view of the water action.

On Saturday, Aug. 7, the course will be open for testing from daylight until noon with elimination heats beginning at 1 p.m.

Testing will be permitted again Sunday morning with final heats in all classes starting at 1 p.m.

The Pell City Jaycees are (See Races on Page 9)



PREPARING FOR THE RACES—Scenes such as this will be the real warmup for motorboat races planned for the Pell City area this August. The Pell City Jaycees are now knee-deep in planning for the Southeastern Division Outboard Championship races on Logan Martin for two days, Aug. 7-8. Boats like this will be participating in four hydroplane classes of competition. There will be four other classes of runabout competition. The Jaycees are working in association with the Gadsden Boat Racing Association for the regatta, which they hope will become an annual affair.

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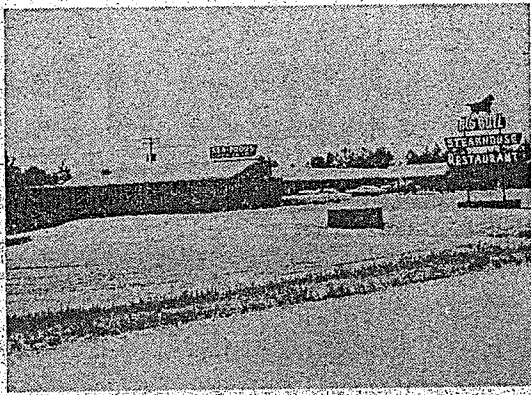
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"Overlooking Logan Martin Lake"

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FOOD MART

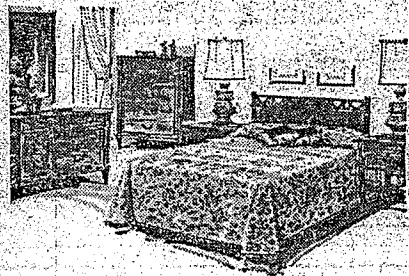
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Many Lakes Are Tempting To St. Clair County Anglers

With more than 50 privately owned lakes — some pushing 100 acres in size — and numerous nearby impoundments, neighboring Calhoun County is a popular spot for anglers. It's becoming even more so, too.

Each year, lunker bass ranging up to 10 pounds are taken by happy fishermen at a number of lakes. Crappie, bream and plenty of rough fish are offered by Weiss Lake, Lay Lake and the new Logan Martin Lake near Talladega. There's Martin Lake, too, just a few more miles further South.

Growth on the fishing front can be seen in the numerous recreation businesses — boat dealers, motor dealers, sporting stores, and even bait shops — which have opened here during the past few years.

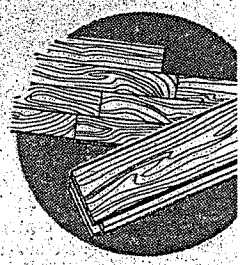
Even More Due
With the completion of the Lock 3 Dam near Ohatchee, St. Clair Countians will have even more to crow about.

The numerous privately owned lakes annually provide excellent bass and bream fishing. For crappie, stripe and other gamesters, St. Clair anglers need only a short drive to put them at several of the Coosa River's finest fishing spots.

Weiss Lake near Centre ca into its own this year, with several catches of crappie reported in the two-pound class. Night fishing from bridges and docks is another popular pastime for anglers at huge Cherokee County backwater.

Catches Are Fine
Some of the finest catches of crappie in the state come from Lay Lake near Sylacauga. No unusual scene to see in Clair County anglers there in two—even three—pound crappie. Stripe, too, at Lay Dam, (See Lakes on Page 11)

ECONOMY SUPPLY CO.

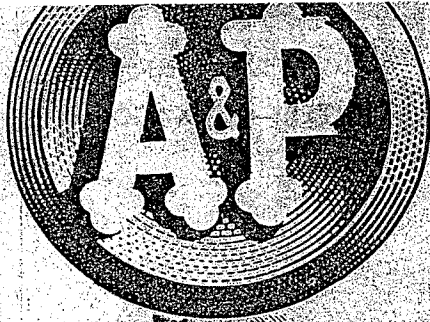


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Salutes



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Store Manager

Mr. Ormond Hare
Assistant Manager



Mr. John Thrower
Meat Dept., Head

Mr. Harold Edge
Produce Dept., Head

Don't Be Summer Statistic; Exercise Care Around Boats

Warm weather and water usually go together. So do boats and pretty girls. Too often—so do outboard motors and accidents.

In 1964, 1500 fun-seeking Americans lost their lives in boating mishaps.

Of these 1500, 810—that's more than half—were drowned because of carelessness," said Tom Gail, Auburn University specialist.

Gail gave this advice to those who don't want to be a statistic at the summer's end. "Don't be a 'Know-it-all.' Read your owner's manual.

Mix gasoline and oil as recommended—away from the motor and boat—in a metal can.

Load or unload your boat carefully. It's best if someone else handles the motor and equipment to get it aboard.

Attach your motor firmly to the center of the transom or the stern of the boat. Tighten the mounting screws securely by hand only.

Check the tilt angle of the motor to make sure it is vertical in the water while running. If not, the boat will ride up and down too high or low in the water.

Use slow speed, courtesy of common sense when around other boaters or swimmers.

Before making like a Gold Racer, be sure you know the water.

Carry an approved life-saving

device for each person aboard.

For safety and best motor performance, distribute your load evenly—making sure you are not overloaded.

Remember," said the extension specialist, "Alabama's boat law requires mechanically propelled boats to be licensed. Check with your local county Conservation Department, game warden or probate judge for particulars.

JAYCEES

(Continued from Page 4)

have a voice in airing their complaints, expressing their desires, and assisting the club in mapping its future public service programs.

Another project is a study to help correct a bad highway intersection. Holiday safety checks, and other regular Jaycee programs are planned for the coming year.

The club donated funds to build the concession stand at the football field, all proceeds from which go to the band.

The club now has 30 members. It meets the first Tuesday of each month at Pine Harbor Marina and the third Tuesday at the recreation center.

Charles A. Smith is president of the club. Other officers are Johnny DeGaris, first vice president; H. C. Fraims, Jr., second vice president; Glover Stewart, secretary; T. J. Hammond, Jr., treasurer, and Mac Riddle, F. A. Walls, Richard Guthrie and Charles Lockridge, directors.

The Jaycees are aided by an active Jayceette organization. Its officers are Jackie Smith, president; Kate DeGaris, vice president; Jane Guthrie, secre-

tary; Micky Ingram, treasurer, and Flora Lockridge, Sandra Holbrooks and Linda Smith, directors.

Among Jayceette projects are the buying of supplies for a class for handicapped children at South St. Clair School, and furnishing Martin Memorial Hospital with baby layettes.

RACES

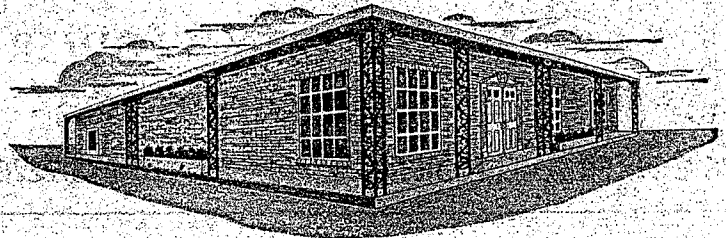
(Continued from Page 7)

doing everything possible to make this a big event. In addition to the races, a beauty pageant, barbecue and dance are being planned.

Unlimited pit area will be available the entire length of the course on one side of the lake. Rest rooms, concession stands and ice water will be available throughout the area, and a first-aid tent will be set up also.

A mass parachute jump, the dance and selection of a beauty queen, combined with the exciting motorboat races, should prove to be outstanding entertainment.

COOSA VALLEY TELEPHONE CO.



SALUTES... PELL CITY

Our community's really going places... physically, financially, educationally, industrially... and the future has never looked brighter! We've made great strides over the years, but none compared to what's in store in the future! We're proud and happy to be a part of this exciting growth and change, serving a fine community with integrity, to the best of our ability.

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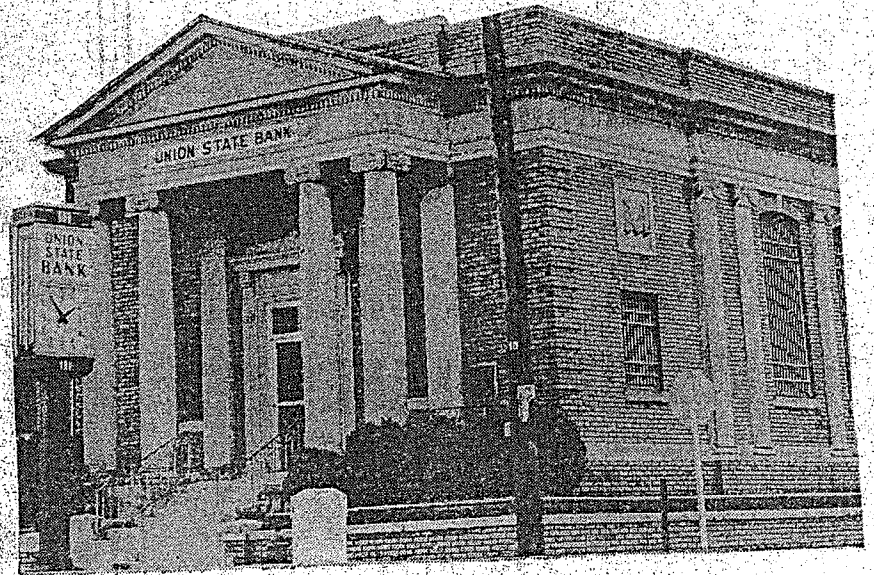
Where you can obtain . . .

- Convenient, modern checking account service—Regular or pay-as-you-go
- Savings Account
- Christmas Savings Account
- Night Depository Service, "Bank by Mail"
- All types of loans for every kind of need
- Financial counseling on personal or business problems
- Useful Credit Information
- Prestige of the right bank connection
- Cashier's Checks—Traveler's Checks
- Safe Deposit Boxes for your valuables

Also, many more helpful services that only a bank can offer.

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STATE BANK**

MEMBER F.D.I.C.



Expansion, Improvement Programs Under Way

Pell City Puts Out Welcome Mat For A Boom

Pell City — on the doorstep of a multi-million-dollar recreational industry — has put out a welcome mat in anticipation of an industrial and residential boom. City officials believe industry will be attracted to a city boasting 41 residents according to a census? What face lifting surgery has occurred to attract industry? H. Perry, Mayor of Pell City, claims a natural attraction will be the recreational facilities afforded by Logan Mar-Lake, less than one mile from the city limits. It is also named major highways, the city's connection with points by rail and air travel

plus a big "welcome mat" to industries who want to locate in Pell City. Expansion and improvement programs have been underway for some time to improve the municipal services the city gives its residents. One major step in preparing the city for its expected future growth was the completion of a \$234,000 water project, which provides sufficient water for growth needs for years to come. The project not only saves money but assures the town of low water rates. Prior to the completion of this project, Pell City had been purchasing 10 million gallons of water per month from Avondale

Mills. The tying in of two additional wells has eliminated the need for this purchase and has provided the town with a capacity of 4100 gallons of water per minute while it is using only 500. Financed with money saved by not having to buy water anymore and with a \$99,000 grant from the government to pay for the new system. "These two new wells have been pumped for several months and have proved quite satisfactory," the mayor said. He added by using big wells, the city can pump water for about 3 cents per 1,000 gallons, whereas if it had gone to the river and constructed a \$500,000 filter

plant the cost of water would have been from 13 to 15 cents per 1,000 gallons. The city put in 26,000 feet of six-inch mains, fitting gate valves and 36 new fire plugs. Other improvements will be a \$34,000 blacktopping program to get underway this summer. Approximately 8.9 miles of streets will be repaired and resurfaced as will the parking area at the recreation center. The city is expected to do all advanced preparation with the State doing the blacktopping. In order to maintain the streets more efficiently, the city

has purchased a rubber-tired front end loader, costing \$14,000. Also purchased is a new garbage truck as the city moves to strengthen its free garbage pickup service. Major highways expected to make a contribution locating industry in Pell City are U.S. 78 and Interstate 20, connecting Birmingham and Atlanta and running through Pell City. U.S. 231 runs north and south bisecting the city. Air and rail travel is a factor of great importance to industry. Pell City is located only 31

miles from Birmingham which is serviced by six airlines with 64 flights daily. It also boasts a local airport with a 4,000 foot runway. "We are looking constantly for new industry," Mayor Perry says. The city has an industrial development board and council take advantage of state legislation to help locate a plant here, he explained. A force behind the mayor are five councilmen R. F. Cox, Wallace Shoemaker, Horace Clinton, James S. Smith and A. Nixon.

LAKES

(Continued from Page 8)
 raised. Quiet, too. Putting a rooster tail and ending like a mad hornet, a propeller speeds by. Looks like she's all motor with a fan in front just riding on the water. Outrigger laughter sparkles in the inshore waters as a foot plain old boat comes east. What kind of power? A single poor lad handling a paddle at the stern. Kinda funny in a way, a nice nostalgic way.

SAFETY

(Continued from Page 6)
 swimmers should wear life preservers at all times. —If you should capsize, stick with the boat if it continues to float. —Do not sit on, or compress, Kapok-filled life preservers. —Watch your footing when on board. Use the correct footwear to avoid slipping. —Watch the weather, be especially on the lookout for storms.

ST. CLAIR

(Continued from Page 6)
 along the channel of Peain Creek, cause quite a bit of excitement and pleasure during the spring and fall months. Bream and bass abound almost everywhere. Both backwater and smaller lakes see anglers throwing a variety of lures after the largemouth bass. There're results, too. Most area lakes offer boat rentals. Many provide purchases of bait and artificial lures. Picnicking, too, is offered at some privately owned lakes.

Rights Purchased

HOLLYWOOD (UPD) — Jack L. Warner has bought screen rights to the new novel "The Chaplain's Raid," a peacetime

The British king George I, who was born and reared in Hanover, Germany, could not understand a word of English

AS MODERN AS TOMORROW

PELL CITY CLEANERS & LAUNDRY

"THE PERRYS"

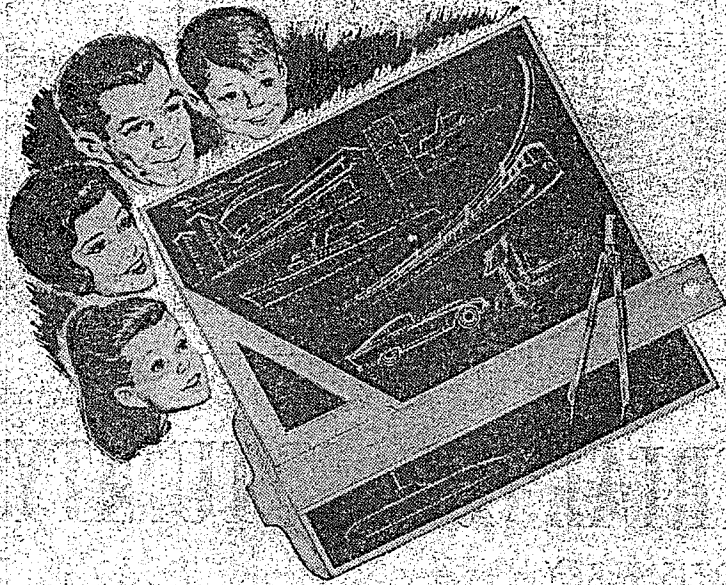
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NEW GOALS AND OPPORTUNITIES



We're saluting all the progress this area has made in the past year. We're congratulating all our friends and neighbors who have worked together to make such advancement possible. And we're drawing up plans to keep down our shore, to contribute to growth and development here in our town to the very best of our ability, that the coming year may hold new opportunities all may seize, new goals all may reach.

Building for the future as a part of this community is our pleasure and privilege. We look ahead with confidence to a year of great achievement.

ST. CLAIR FEDERAL SAVINGS & LOAN ASSN

1723 COGSWELL

338-22

THE ALABAMA MUNICIPAL

JOURNAL

July 1961



Pell City officials and citizens were pleased to officially dedicate last month the community's new sewage treatment plant and a vast network of sewerage lines. Cost of the entire new system, Mayor Sam Burt says, was \$431,000. Photo shows part of the new system. A local industry helped supply the funds for the project.

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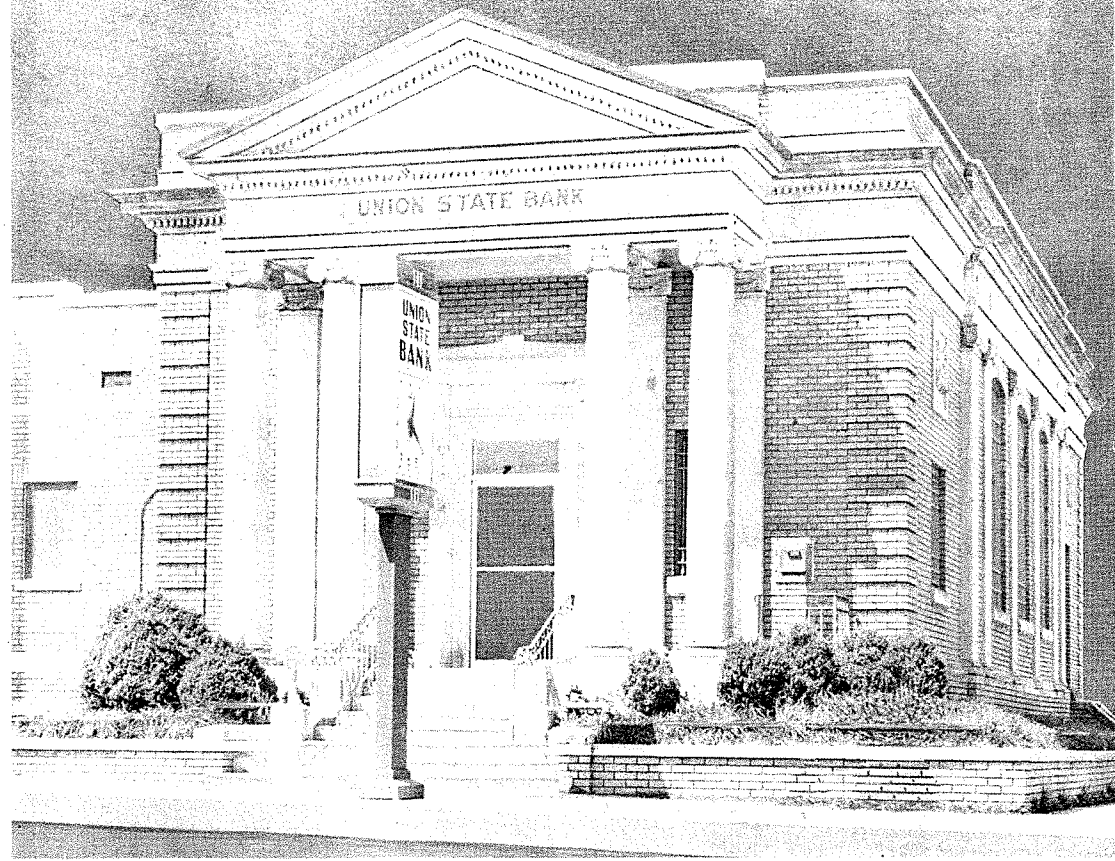
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No. 1

Official Publication of

**THE ALABAMA LEAGUE
OF MUNICIPALITIES**

A Symbol of Service
*... for more than
Half a Century*



The **UNION STATE BANK**

PELL CITY, ALABAMA

MEMBER F. D. I. C.

We are proud of
OUR HERITAGE...

At the turn of the century Pell City and the Union State Bank was born. The Union State Bank had its beginning in the organization of the Bank of St. Clair County. It was the first bank to be established in St. Clair County.

Mr. Sumter Cogswell, E. J. Mautz and McLane Tilton, realizing the vital part a bank plays in the development of a community were interested in the founding of a bank in Pell City. As a result, the Bank of St. Clair County was organized with Sumter Cogswell, McLane Tilton, E. J. Mautz, Arthur Draper, J. Fall Roberson, Sr., J. H. Moore, Frank Holland Lathrop and L. Cook as its original Directors. In 1910 a charter was obtained and the bank became the First National Bank of Pell City. In 1918 the name of the bank was changed to the Union State Bank and has operated under that name until the present day.

The Union State Bank has weathered every financial storm that has developed since its beginning more than half a century ago, including the disastrous financial collapse of 1929 to 1932.

When the Union State Bank was first organized, the economy of the county was maintained primarily by a one crop system, cotton. This one crop system existed for many years until our farmers began to diversify. Today our farmers engage in dairy farming, beef cattle, grain production, hay, hogs, truck crops, cotton, poultry, fruits and forestry. Timber and poultry are the leading income producers followed by beef cattle and cotton.

In keeping with the diversification of farming, the increased industrial activity and the expansion of commercial business institutions, the Union State Bank has also diversified its loans to meet the demands of farmers, and businessmen.

The Union State Bank has grown with Pell City. It has great confidence in the future of Pell City as evidenced by the recent expansion of its building adding about 50% more floor space and by continually increasing the number of services offered to its customers.

The Union State Bank is run in the interest and for the welfare of all the people it serves. It is our purpose to serve and to promote worthy enterprises, and, as we serve, we expect to prosper and grow.

This booklet is prepared as an acknowledgement of the fact that Pell City has grown and will grow. The Union State Bank is proud to have had a part in the development of Pell City.

It is our belief that we are on the threshold of a great future for Pell City and the Union State Bank.



Our Pledge

SERVICE . . .

IT'S BEST TO BANK AT A STRONG HELPFUL BANK

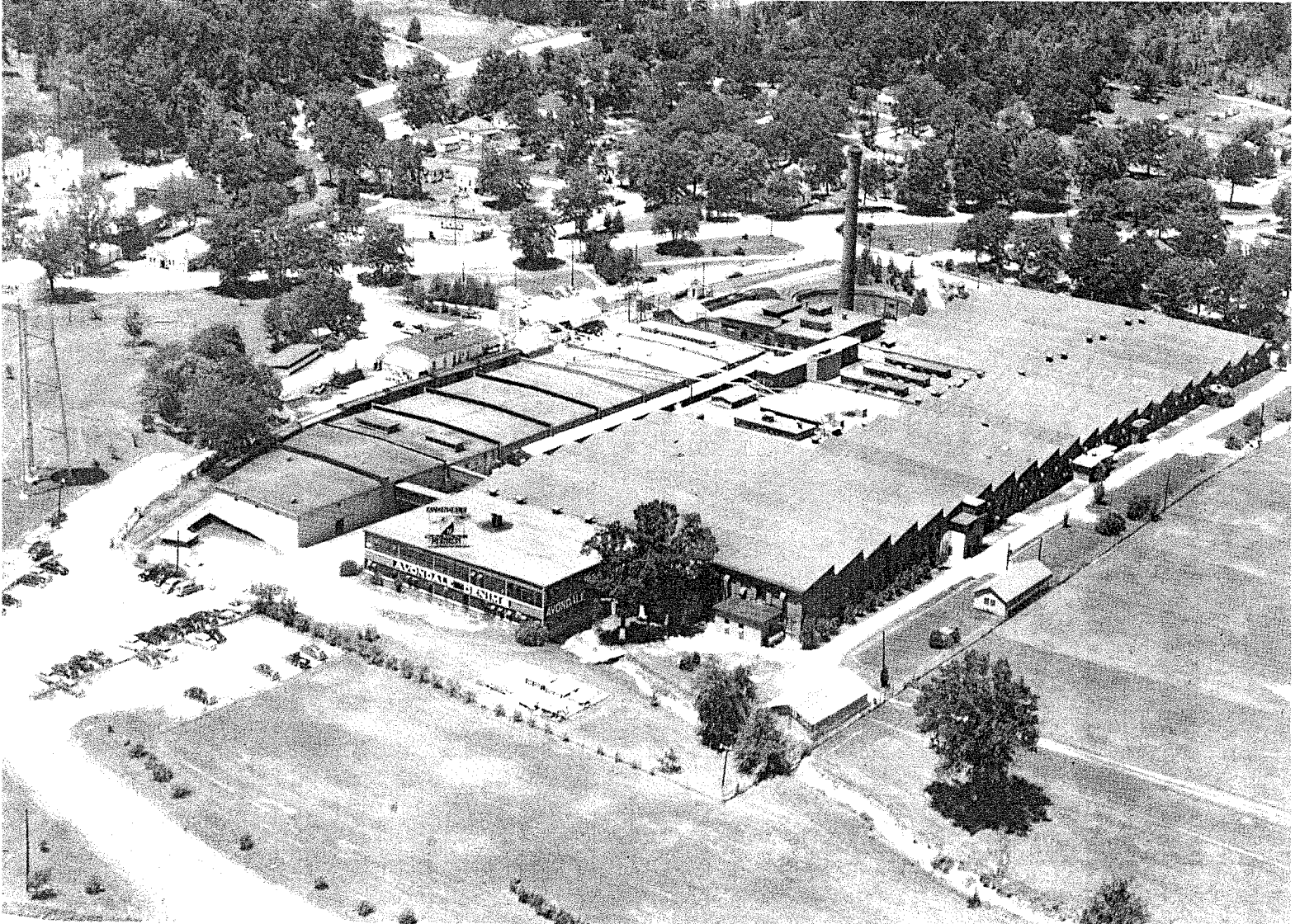
Where you can obtain . . .

- Convenient, modern checking account service—Regular or pay-as-you-go
- Savings Account
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- Night Depository Service, "Bank by Mail"
- All types of loans for every kind of need
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- Useful Credit Information
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Also, many more helpful services that only a bank can offer.

For the Best in Banking, see **UNION STATE BANK**

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION



During the period when the Avondale Mills were located in Pell City the courthouse and bank were built. This marked the beginning of the growth of Pell City. Many people moved in from farms to work in the mill. This industry has operated without interruption, has supported the local schools and has happy and satisfied employees. The mill, originally Pell City Manufacturing Co., became Avondale Mills when purchased by the Comer interest in 1919.

Avondale Mills was established in 1897 in Birmingham with the late Governor B. B. Comer as its founder and first president. The Pell City plant was the 6th Avondale mill to be bought or built. Arrangements for buying this facility were culminated in 1919. Avondale's management, remembering Governor Comer's keen interest in the Pell City plant, spent a million dollars in 1938-39 in order to make this a thoroughly modern denim mill. The company has spent much more than this since then but, in 1938 it represented complete faith in a community as well as a facility.

Over the years Avondale has had a happy heart over the foresight of acquiring this particular plant. Company officials and personnel have a feeling of closeness to this mill and this community that is unique. Denims made here have been shipped to every corner of the globe and, more than once, St. Clair County employees of the company have enjoyed full work weeks when other mills were on short time and some, on short, short time. Avondale Mills is noted for the above average wages paid to its workers and the long harmonious employment record with its happy and industrious employees.

The Pell City Mill uses approximately 24,195 bales of cotton annually.

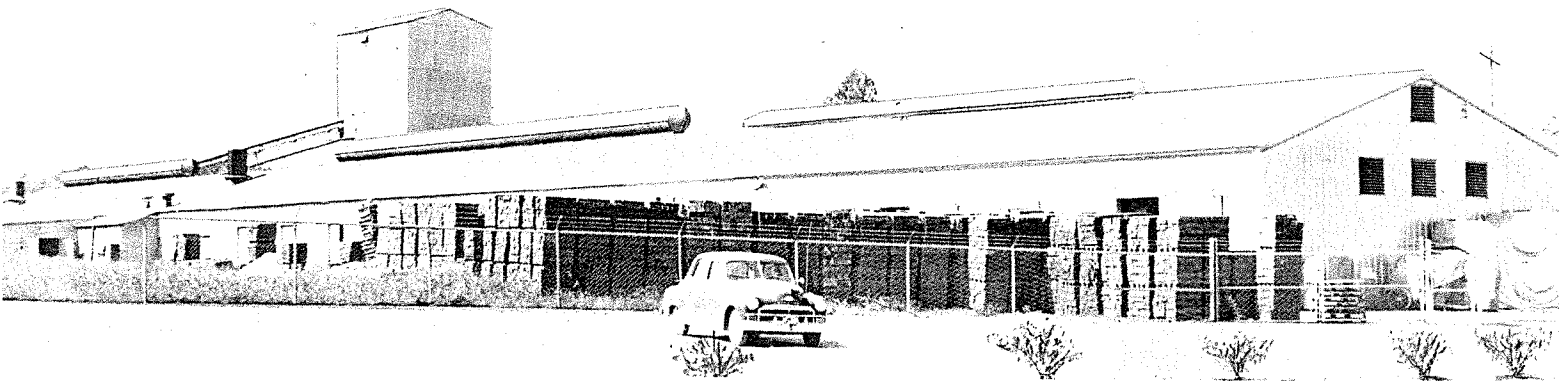
INDUSTRY...

opportunity for our people to work



ABOVE—The manufacturing plant of **VALK MANUFACTURING COMPANY** which produces Valk Snow Plows, Grader Blades and Cutting Edges. The original plant contained 10,000 square feet. It now contains over 20,000 square feet of manufacturing area. The Pell City plant is a branch of the Carlisle, Pennsylvania, plant.

John H. Hippensteel, formerly assistant to the President, Paul Valk, at the plant's home office, has become Vice President and General Manager of the Pell City plant. Its annual payroll is over one-half million dollars.



ABOVE—**RAGLAND BRICK COMPANY** has a plant capacity of 20 million brick per year, employs 33 people and manufactures face and common brick using shale taken from a pit about 200 yards from the plant. They ship manufactured materials by trailer trucks within a radius of 50 to 100 miles and ship by rail to practically all of the Southern States and a few Northern States.

This plant is one of the most modern in the South. It has one tunnel kiln approximately 200 feet long.

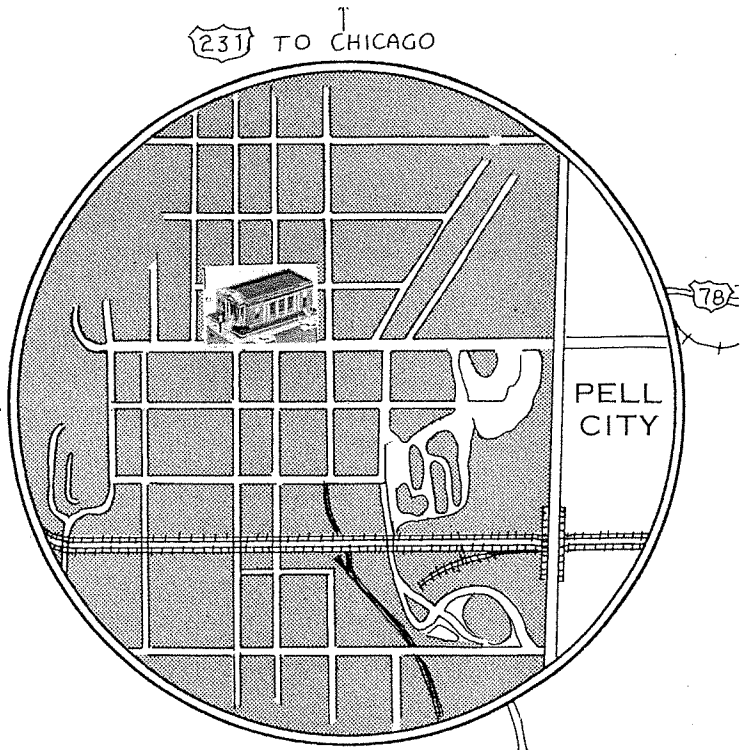
BELOW—**THE NATIONAL CEMENT COMPANY** located in Ragland, Alabama, is one of the oldest cement producing mills in the Southeast. With an annual payroll of a million dollars, a production capacity of 1,700,000 barrels of portland and masonry cements, it is considered the lifeblood of the community. Its products are marketed under the trade name of "COOSA" since the plant is located near the Coosa River.

Due to its geographical location and transportation facilities, National markets its products in most of the Southeastern states.



231 TO CHICAGO

TO BIRMINGHAM ← 78

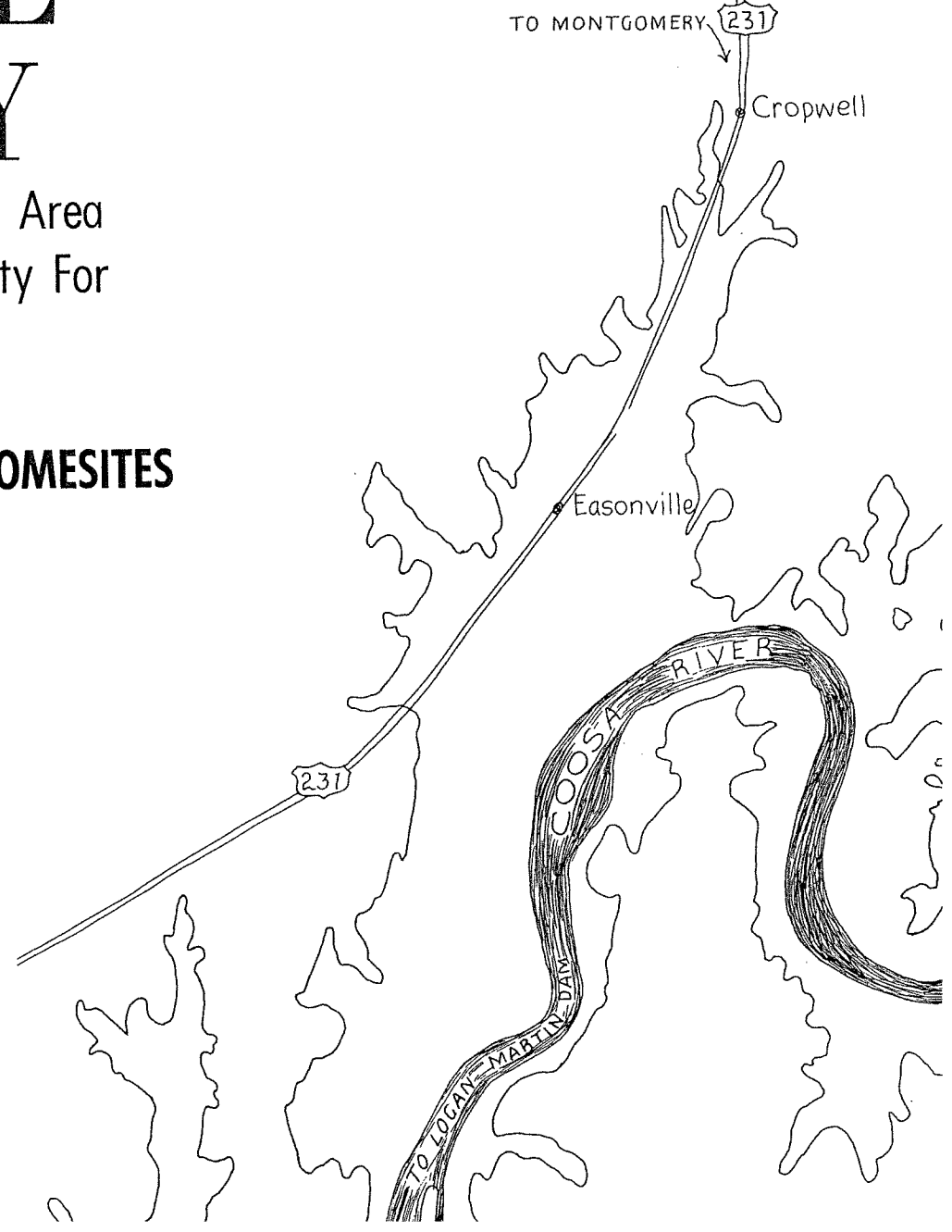


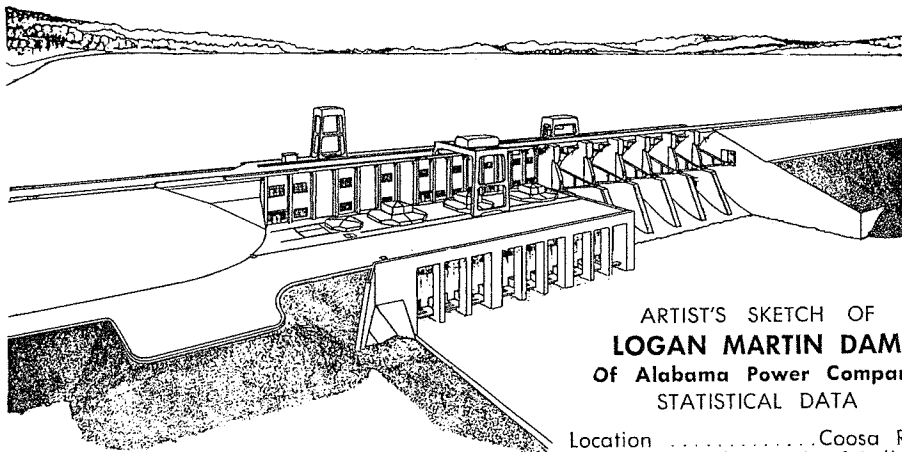
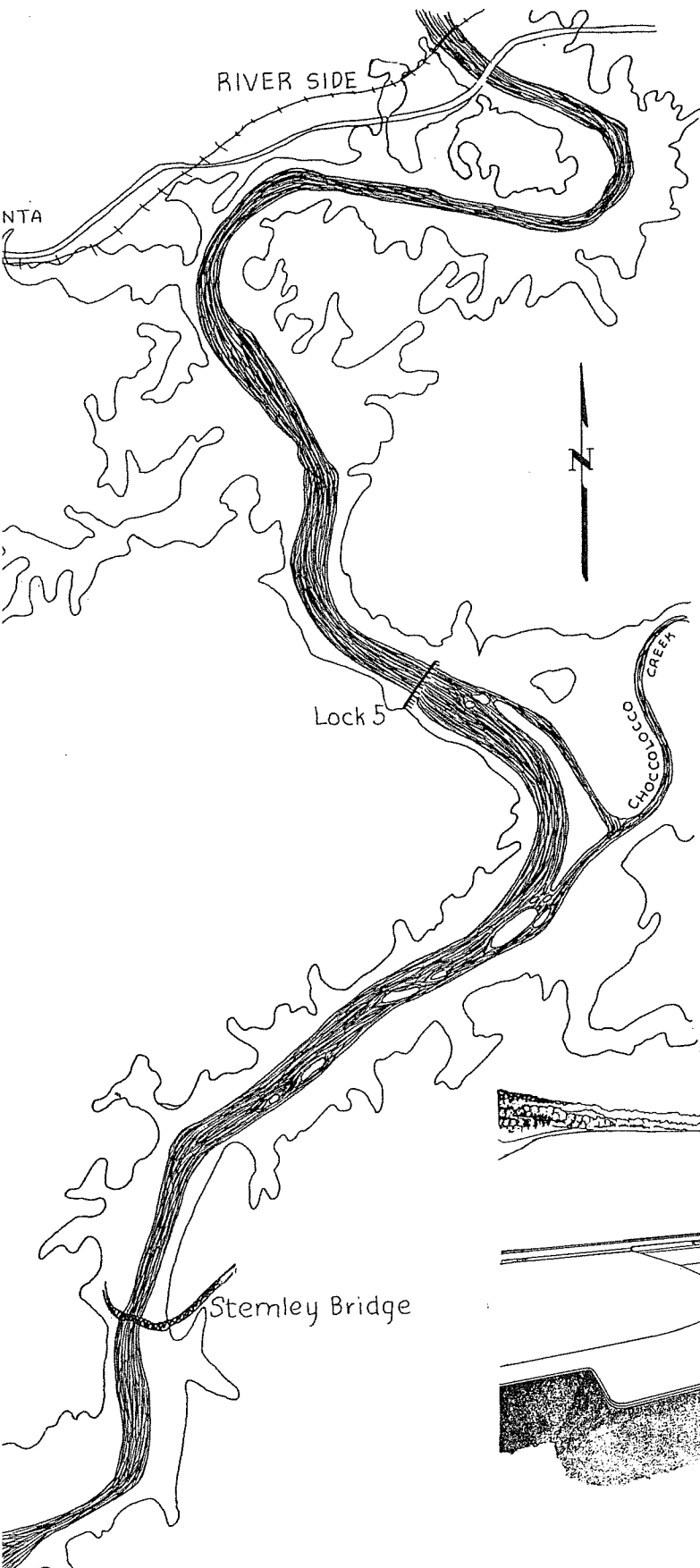
TO MONTGOMERY 231

PELL CITY

And Surrounding Area
Offers Opportunity For

- RECREATION
- INDUSTRY
- BEAUTIFUL HOMESITES



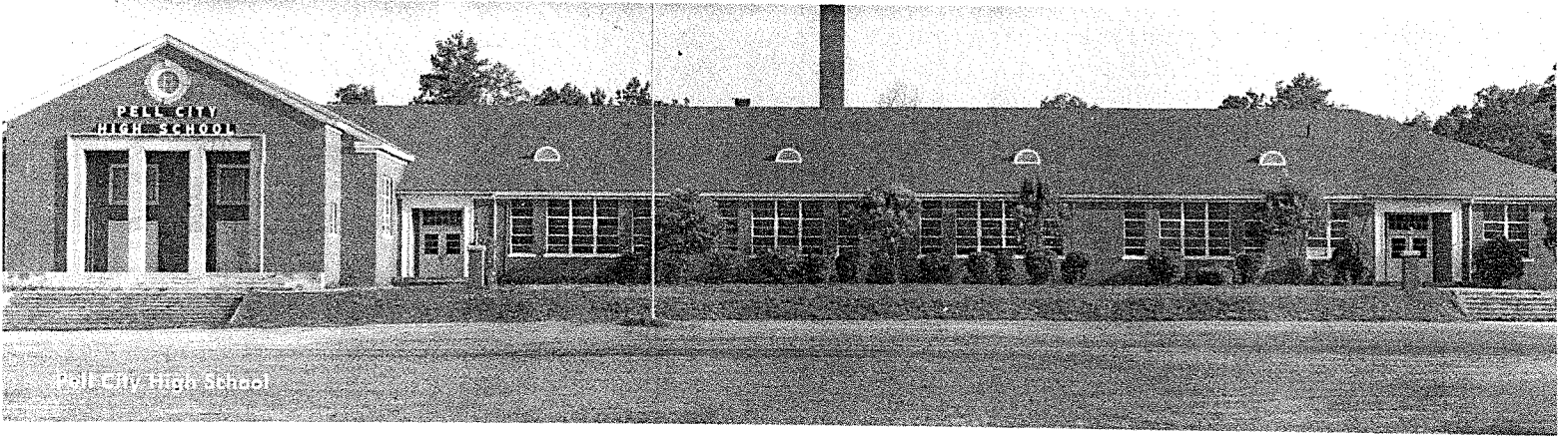


ARTIST'S SKETCH OF
LOGAN MARTIN DAM
 Of Alabama Power Company
 STATISTICAL DATA

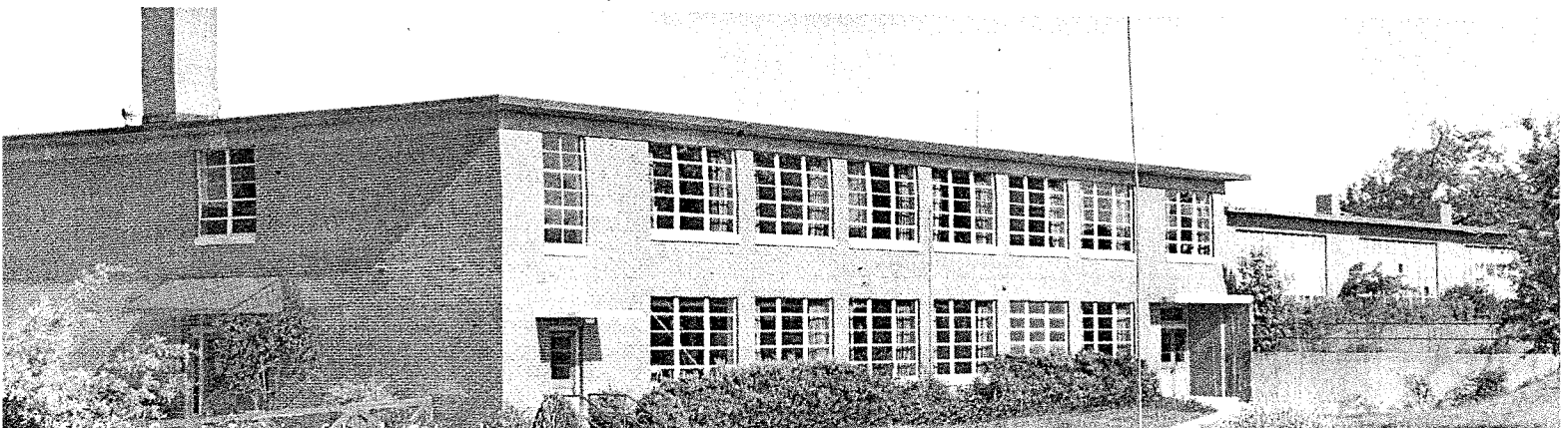
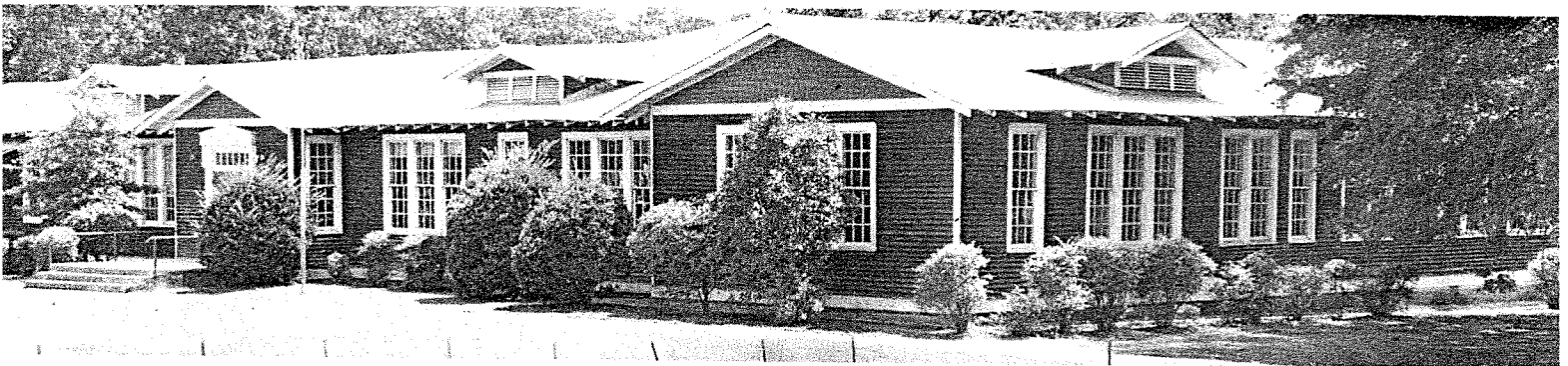
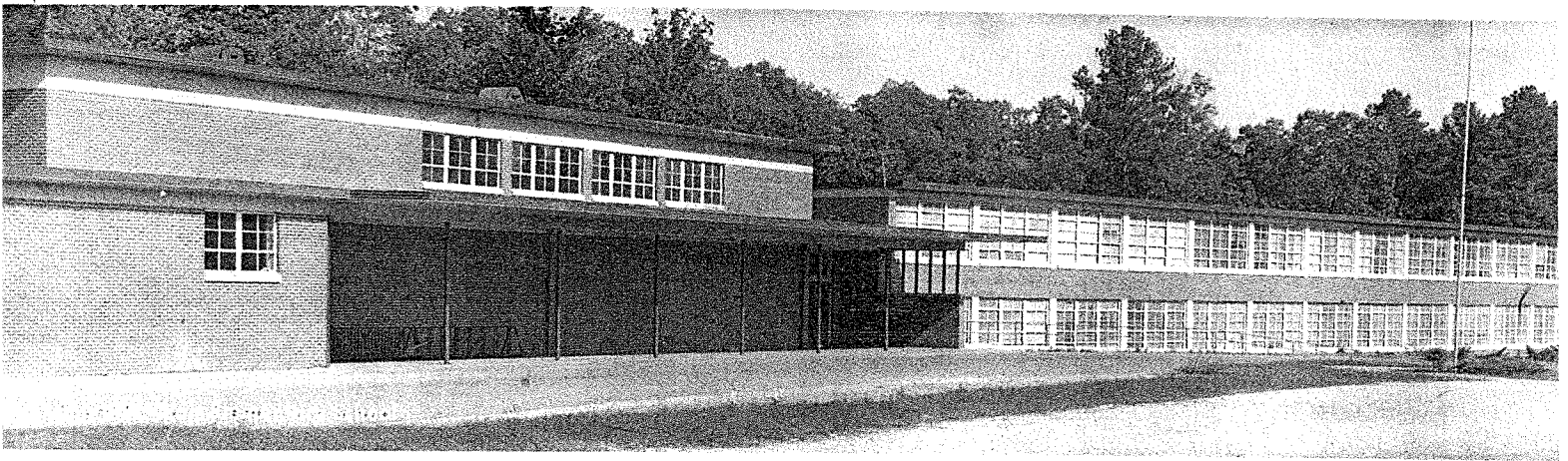
Location Coosa River
	12 miles South of Pell City
Maximum Height of Dam	... 100 Ft.
Length of Dam 6,150 Ft.
Number of Gates 6
Area of Reservoir	... 16,650 Acres
Drainage Area	... 7,700 Sq. Miles
Average Annual Rainfall	54 Inches
Length of Shoreline	... 326.4 Miles

SCHOOLS...

opportunity for our people to learn

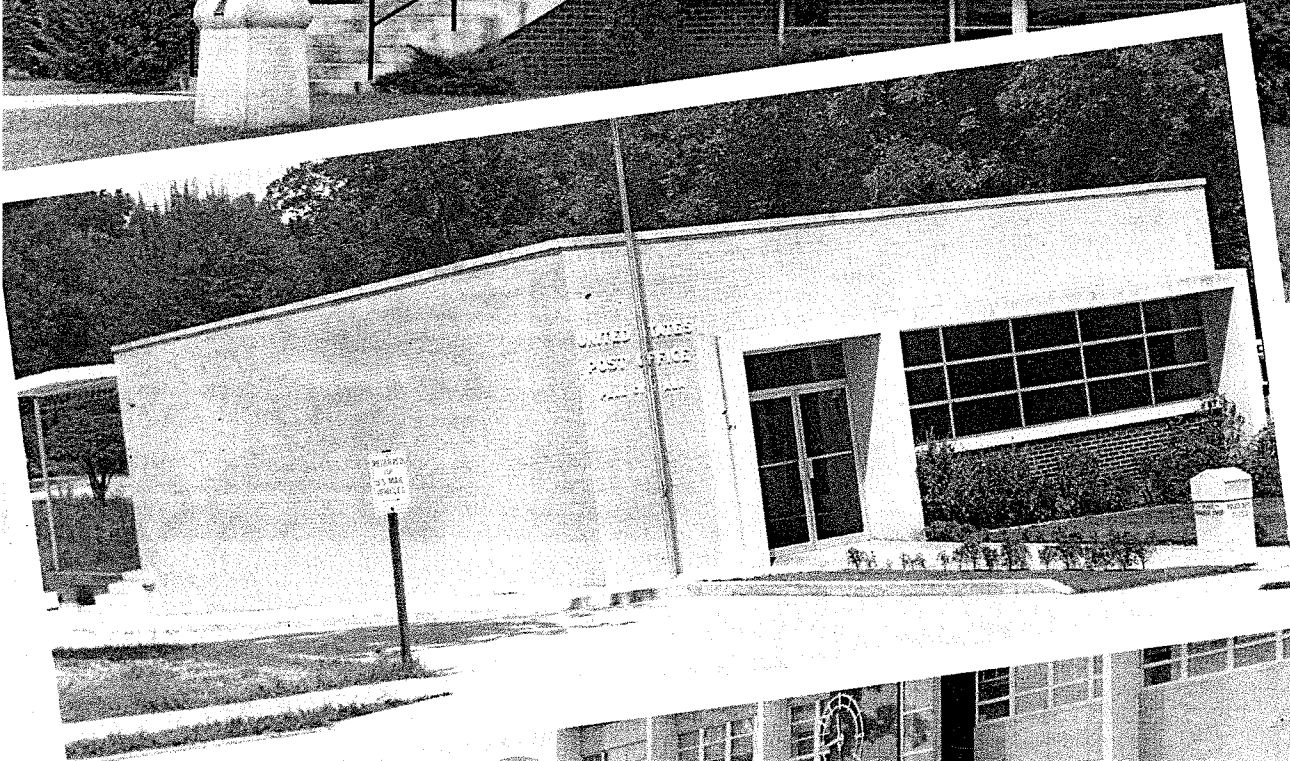


Pell City High School



PUBLIC BUILDINGS...

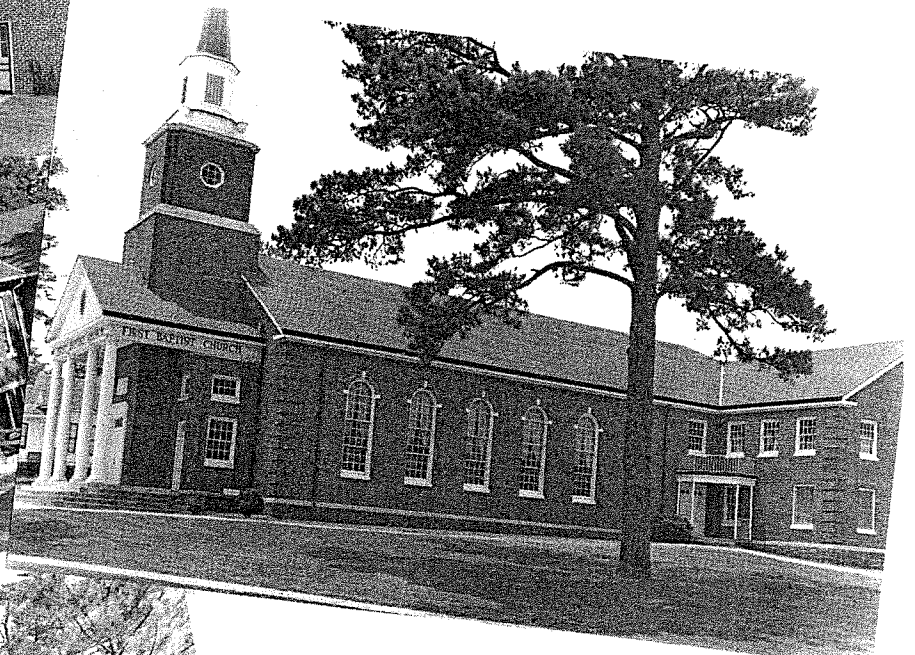
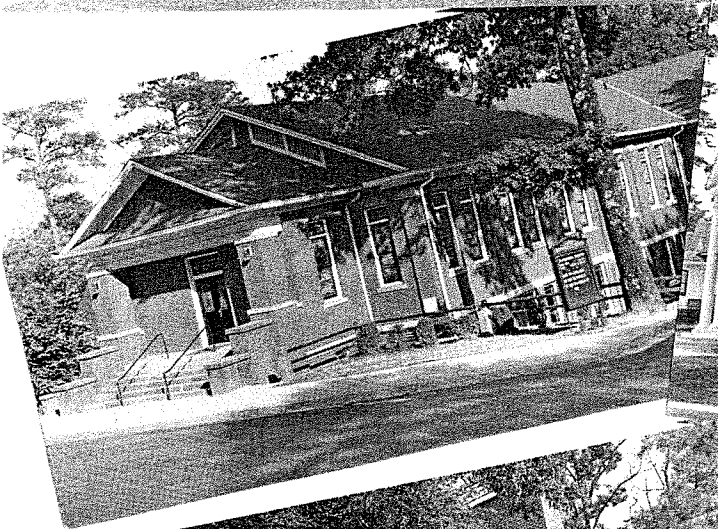
opportunity for good government



CHURCHES...

opportunity for our people to worship

The churches of many denominations contribute much in molding the character of the community. There are approximately 15 churches of many denominations for white and colored people. The churches extend a warm welcome to all who will come.

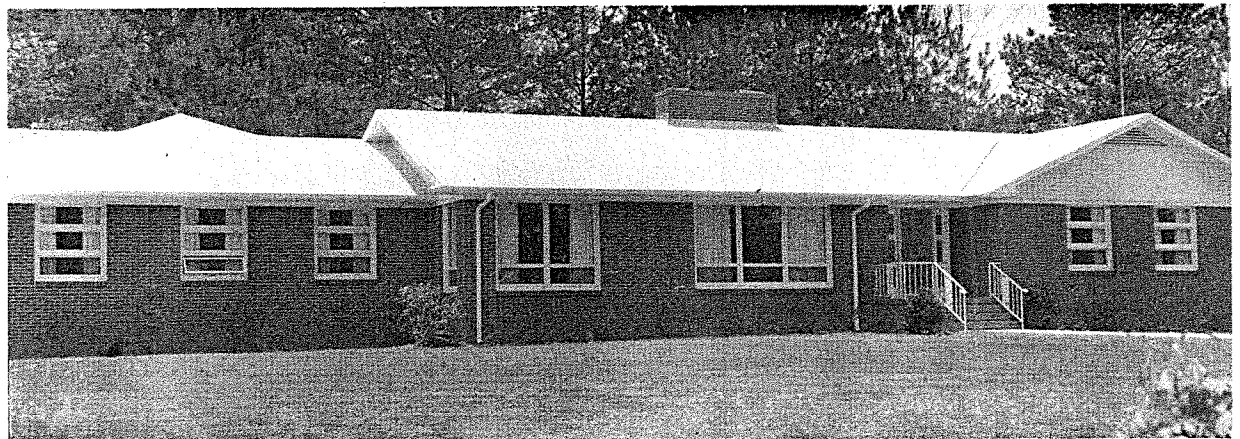


BEAUTIFUL HOMES...

opportunity for our people to enjoy life



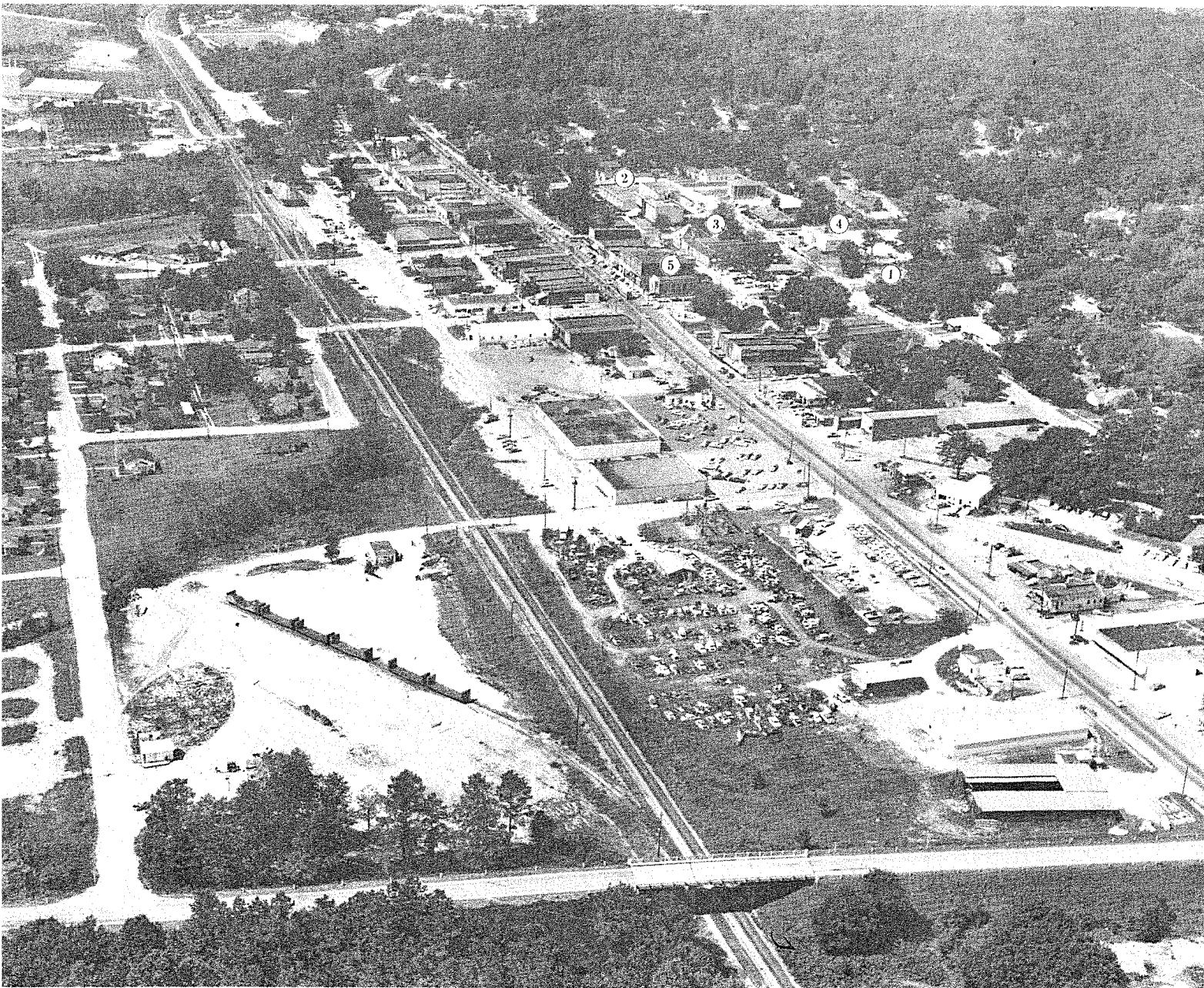
There are many beautiful homes in Pell City of Colonial influence and the modern ranch type.



HOSPITAL...

opportunity for our people to regain health





PELL CITY

ALABAMA

POINTS OF INTEREST

1. Post Office
2. St. Clair County Courthouse
3. Martin Hospital and Clinic
4. City Hall
5. Union State Bank

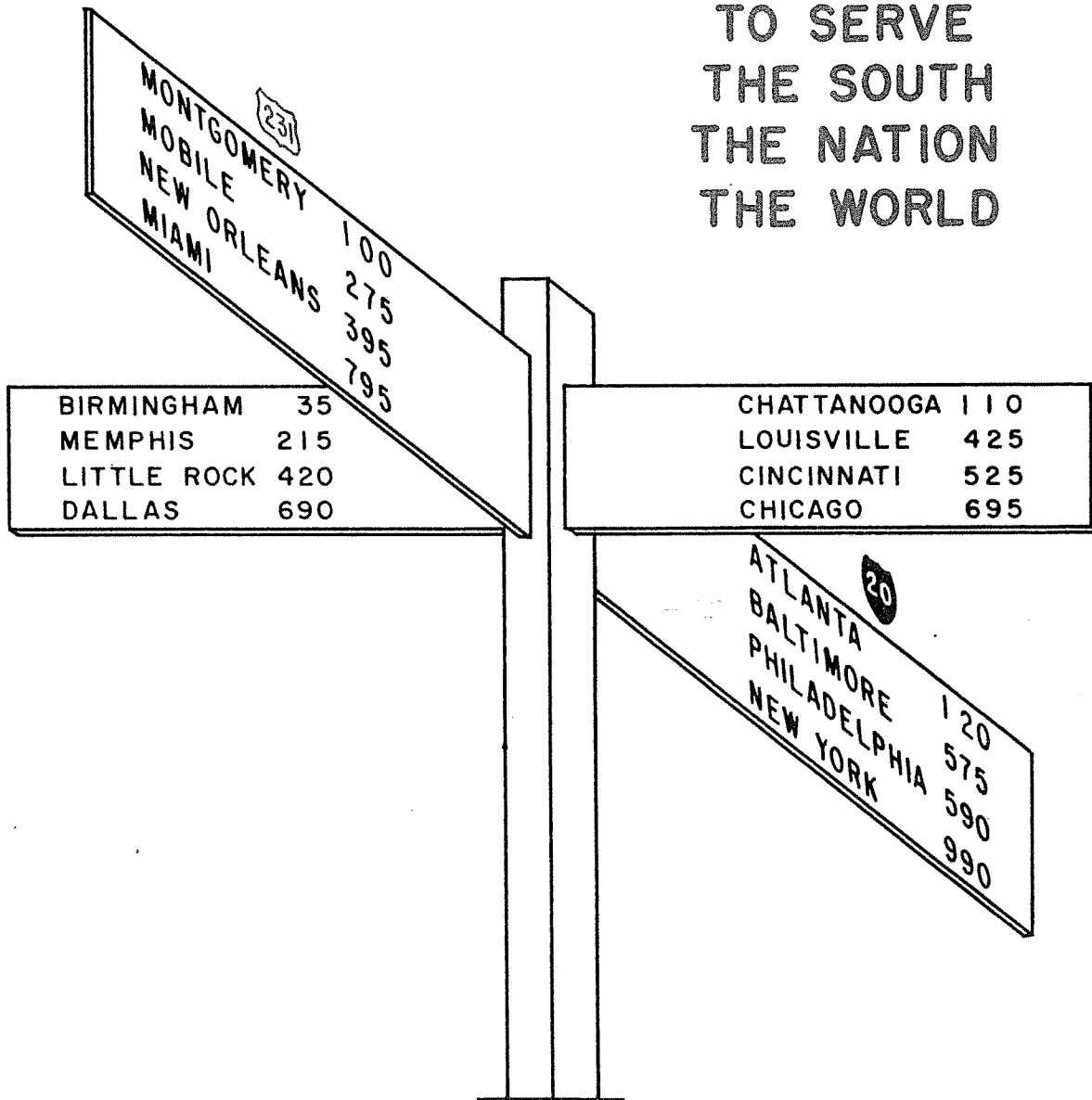
PELL CITY

"THE CITY WITH A CONSCIENCE"

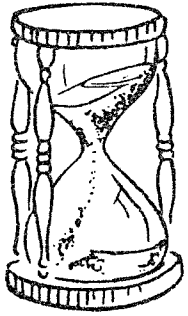
ALABAMA

STRATEGICALLY SITUATED

TO SERVE
THE SOUTH
THE NATION
THE WORLD



LOOK US OVER



**A
60-Second
View
of**

PELL CITY, ALABAMA

POPULATION

Pell City (1960 Census) 4,165
(1940-900; 1950-1,189; 1956-3,644)
St. Clair County (1960 Census) 25,388

MUNICIPAL GOVERNMENT

Mayor and Council
Police.....5; 1 vehicle
Fire.....18 volunteers; 2 vehicles
Insurance rating: Class 8

AD VALOREM TAXES

State of Alabama	6.5 Mills
St. Clair County	11.5 Mills
School	8.0 Mills
City	5.0 Mills
Total	31.0 Mills

SCHOOLS

City Elementary.....2; Enrollment.....903
City Junior High.....1; Enrollment.....435
City Senior High.....1; Enrollment.....405
St. Clair County Training School (Colored)
Grades 1-12; Enrollment.....522

LIBRARY

Coosa Valley Regional; 30,000 volumes

MEDICAL SERVICES

Hospitals.....1;	Beds.....42
Clinics.....1;	Beds.....6
Doctors.....4;	Dentists.....4
Chiropractors.....2;	Optometrists.....1

MOTELS.....3; Units.....57

RESTAURANTS.....8

RECREATION

Municipal park with swimming pool, 2 tennis courts, carpet golf course and recreation building; theatre; bowling alley; country club with golf course; recreation building for colored; excellent hunting, fishing, boating, water skiing facilities in county

TRANSPORTATION-COMMUNICATIONS-UTILITIES

Rail - Southern Railway
Truck - Baggett Transportation, 2 trucks scheduled daily; on main truck route between Birmingham and Atlanta
Bus - Greyhound and Trailways
Air - Birmingham, 31 miles distant; 6 airlines; 64 flights daily
Local Airport; 4,000' runway

Telephone - Coosa Valley Tel. Co.
13 toll circuits
Telegraph - Western Union
Radio - WFHK
Newspaper - St. Clair News-Aegis
(weekly, circulation 4,400)
Electricity - Alabama Power
Natural Gas - Southern Natural
Water - Municipal, spring

LABOR FORCE

Males....937; Females....732
(Only 55.3% of the labor force work in the county; 49.5% of these are employed in local manufacturing)

Rates:

Skilled:	\$1.75 - \$3.00
Semiskilled:	\$1.25 - \$1.75
Unskilled:	\$1.15 - \$1.25

BANKING

Union State Bank
Assets: \$3,196,000
The Peoples Bank
Assets: \$1,195,000
St. Clair Federal Savings & Loan Association
Assets: \$2,600,000

CHURCHES

Baptist; Methodist; Wesleyan
Methodist; Church of God;
Church of Christ; Seventh Day
Adventist; Jehovah Witnesses

CIVIC ORGANIZATIONS

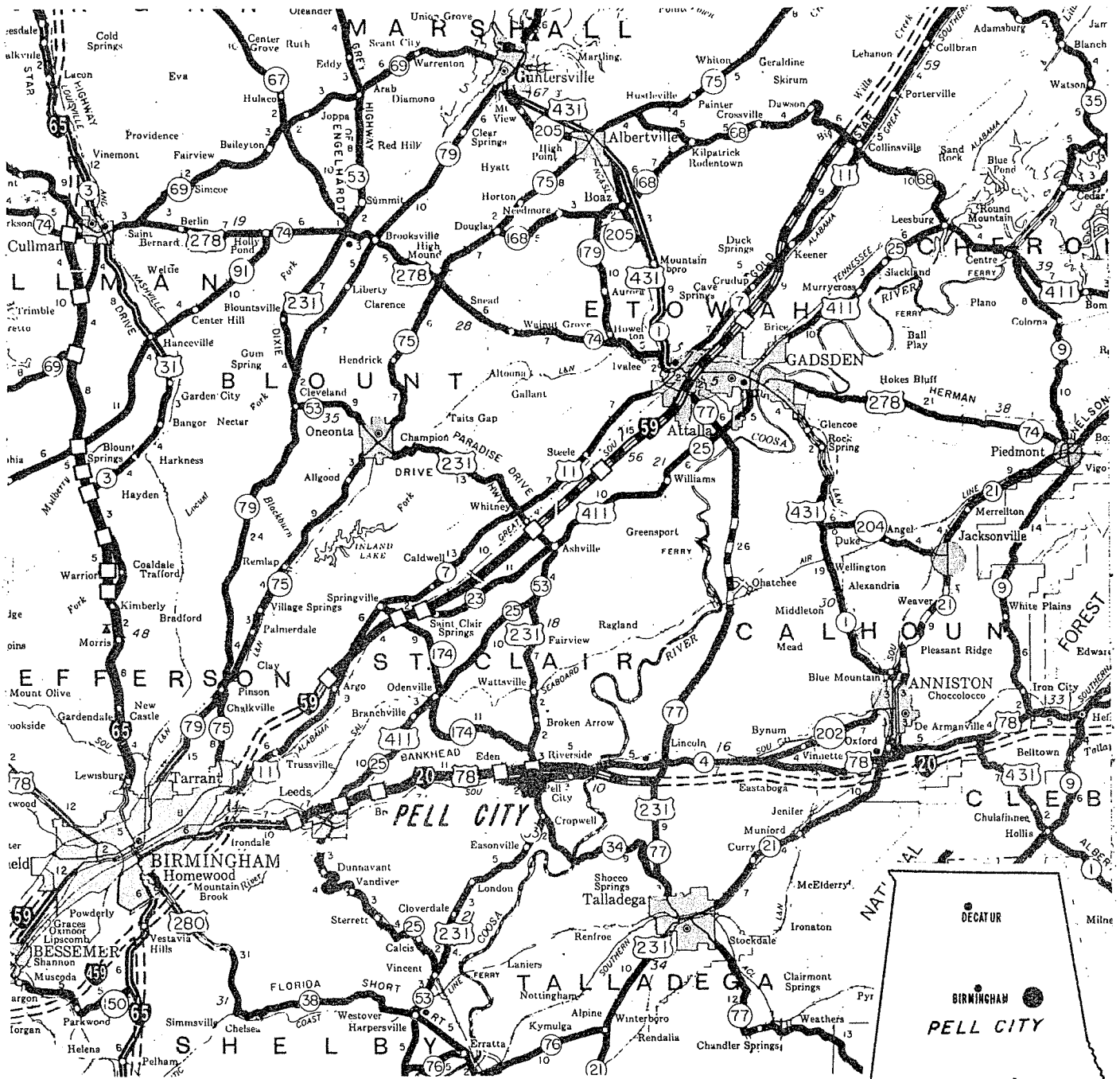
Lions; Civitan; Chamber of
Commerce; Masonic Lodge; Garden
Club; Business & Professional
Women's Club

COLLEGES

Alabama College, Montevallo,
57 miles; Auburn University,
Auburn, 111; Birmingham
Southern College, Howard Col-
lege, University of Alabama
Center, Birmingham, 30; Hunt-
ingdon College, Montgomery,
102; Jacksonville State Col-
lege, Jacksonville, 40; Uni-
versity of Alabama, Tusca-
loosa, 90

TRADE SCHOOLS

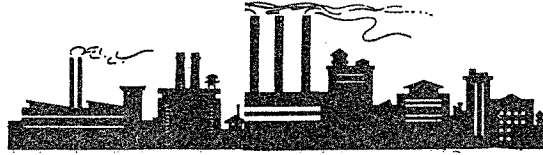
Alabama School of Trades and
Gadsden State Vocational
Technical School (Negro),
Gadsden, 40 miles; Tennessee
Valley State Vocational Tech-
nical School, Decatur, 90
miles; John M. Patterson
State Vocational Technical
School, Montgomery, 102
miles



PELL CITY

is located 30 miles east of Birmingham, youngest of the world's great cities. Birmingham has one of the finest medical centers in the South; Southern Research Institute; a civic symphony, art museum; ballet; little theatre; outstanding athletic events; air, rail, truck and water transportation to world markets. Interstate 20 (now 4-lane to Birmingham) and U. S. 78 connects Birmingham and Atlanta, running through Pell City. U. S. 231, running north and south, bisects Pell City. The Coosa River flows just four miles east of Pell City and the shoreline of the beautiful Logan Martin Lake is less than one mile from the city limits. The Coosa joins the Tallapoosa River further downstream to form the Alabama River. The Alabama River descends about 315 miles, joining the Tombigbee River to form the Mobile River, emptying into Mobile Bay.

Present



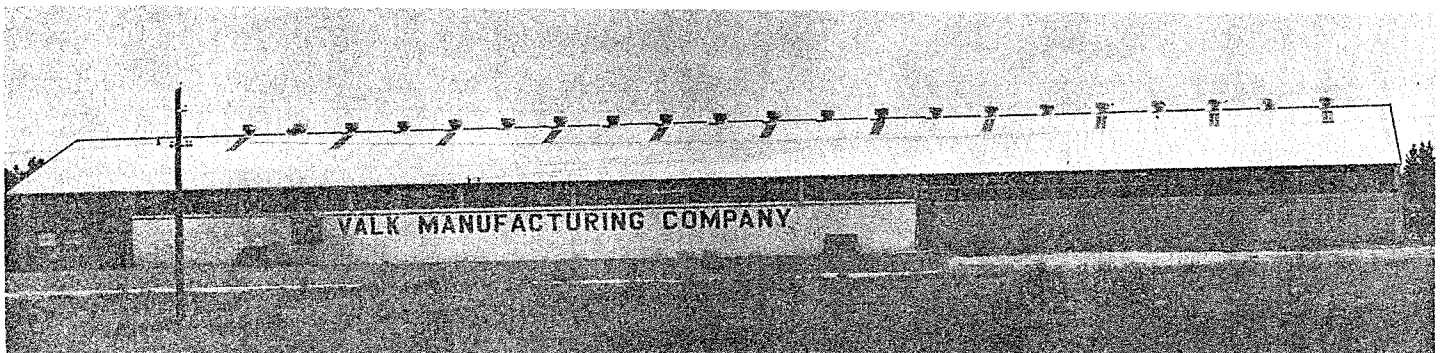
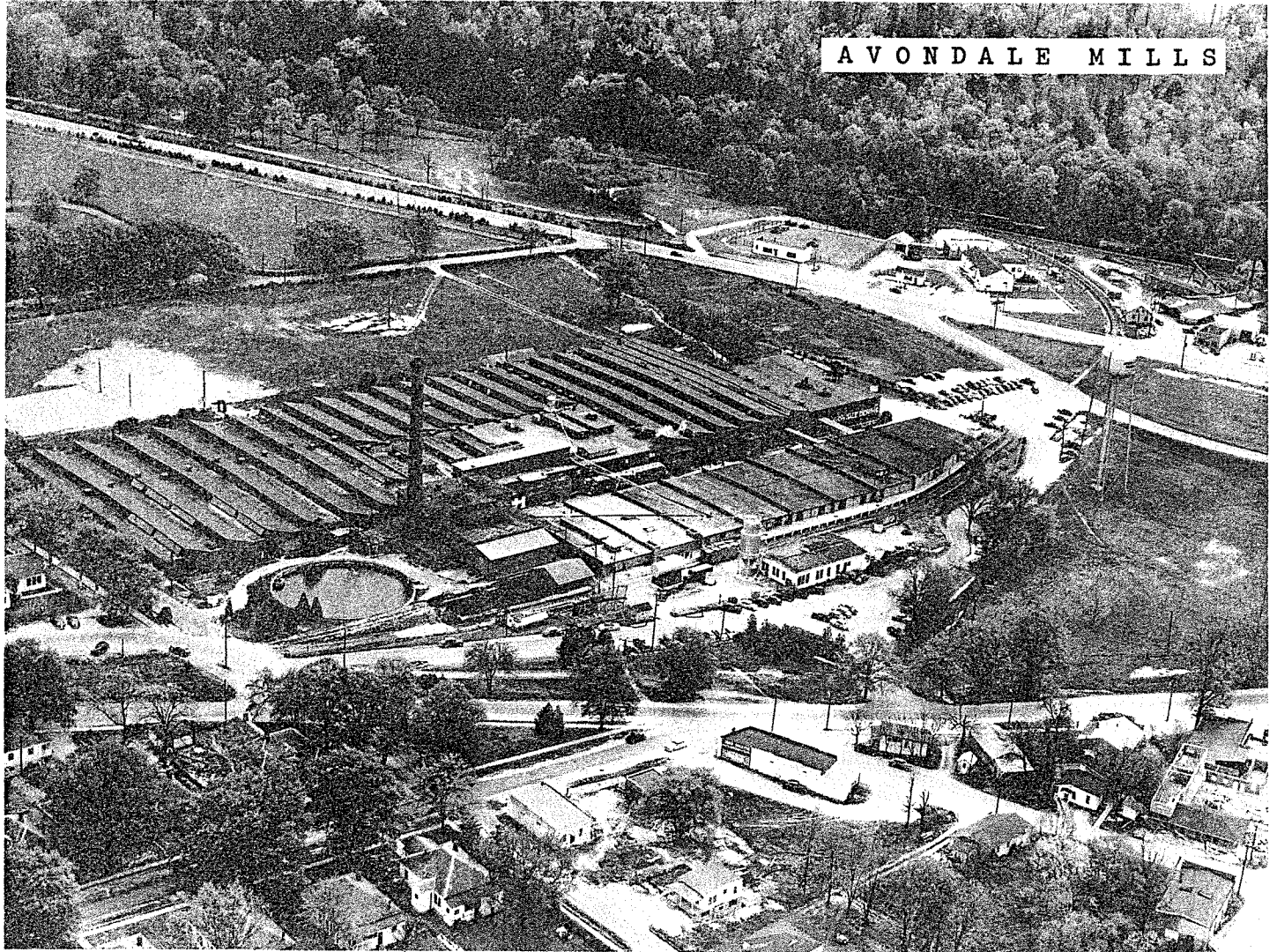
INDUSTRIES

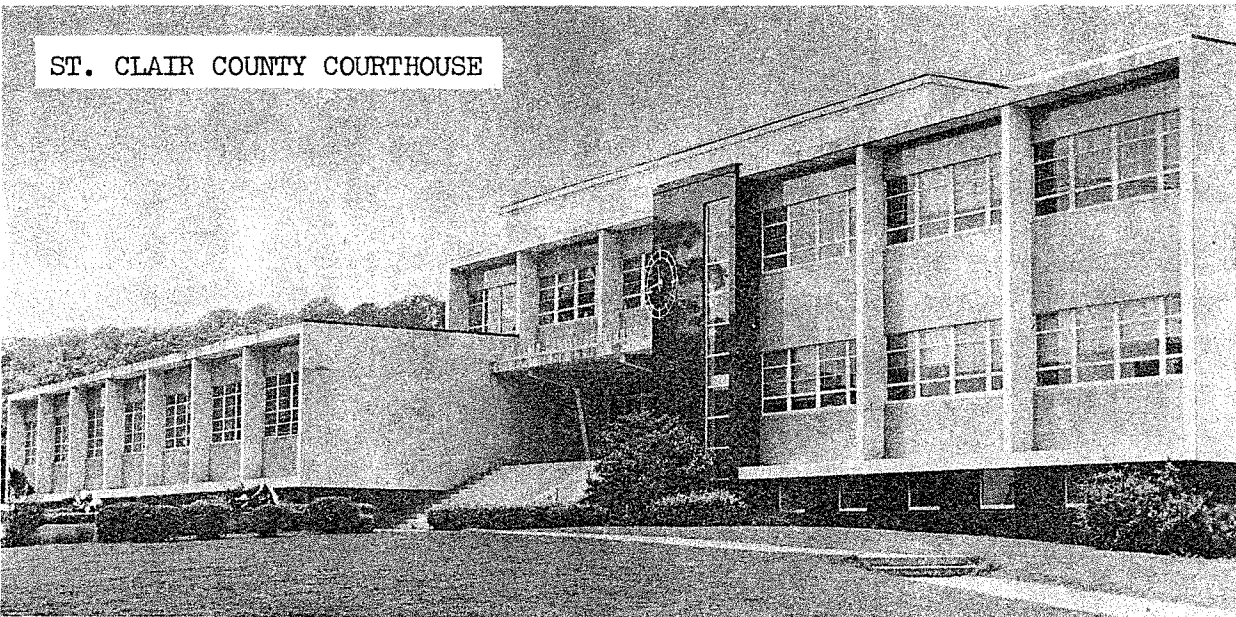
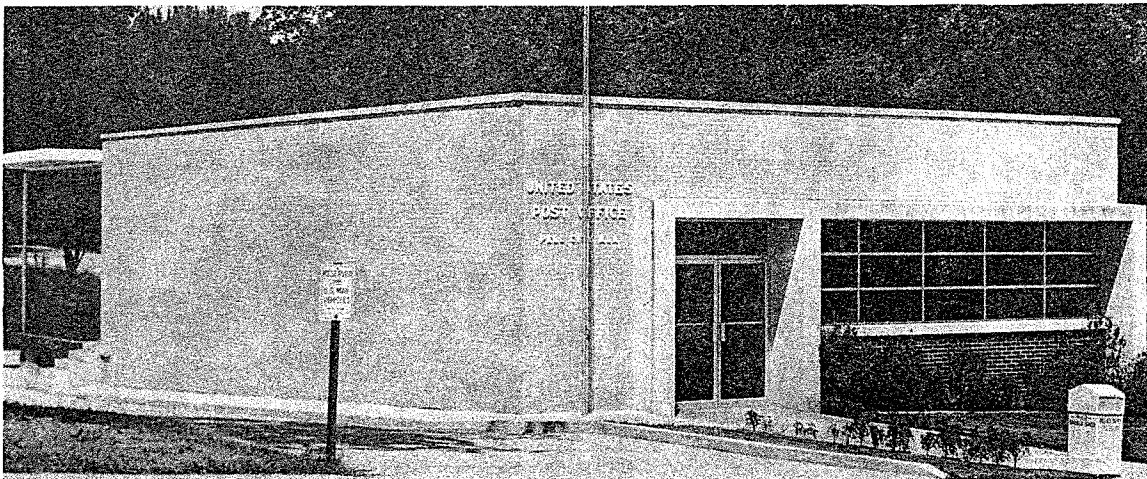
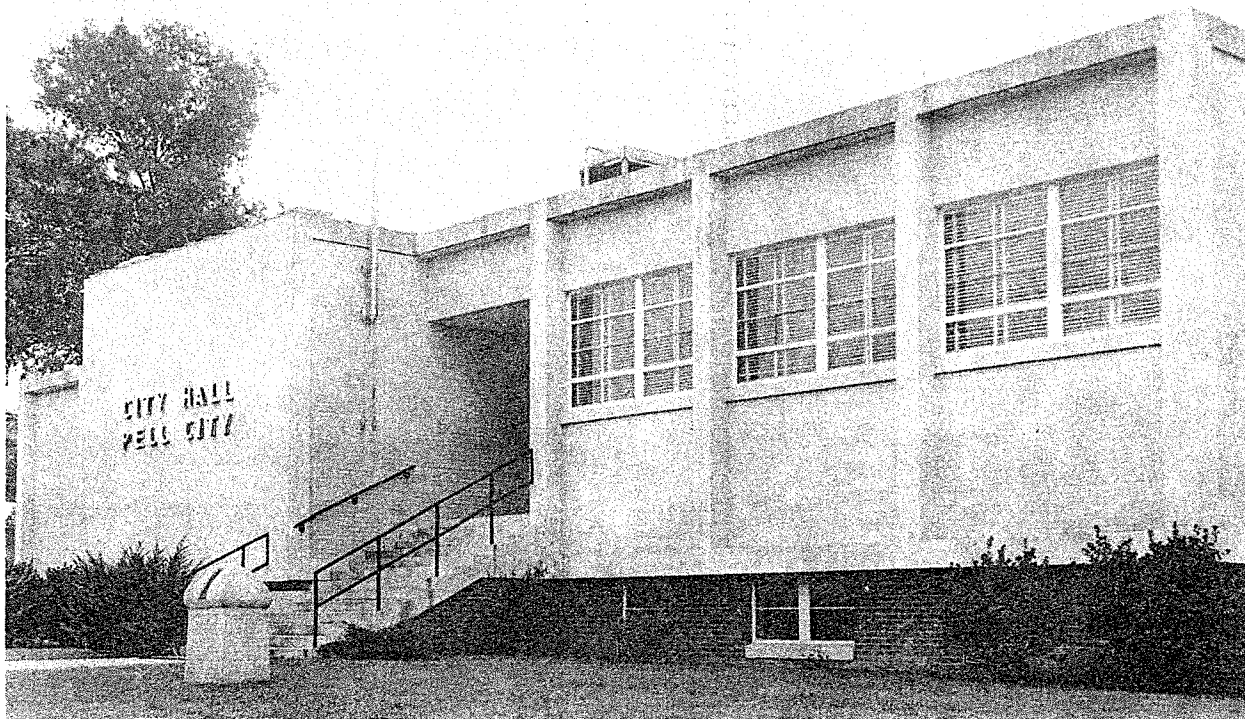
FIRM

Avondale Mills
Custom Fabricators, Inc.
Eden Pew Company
Quality Overhaul, Inc.
Valk Manufacturing Co.
Wilkins Lumber Co.

PRODUCT

Textile mill; bleachery and dye works; cotton denims
Prefabricated homes
Church pews; church and school furniture
Modification
Special machinery
Lumber





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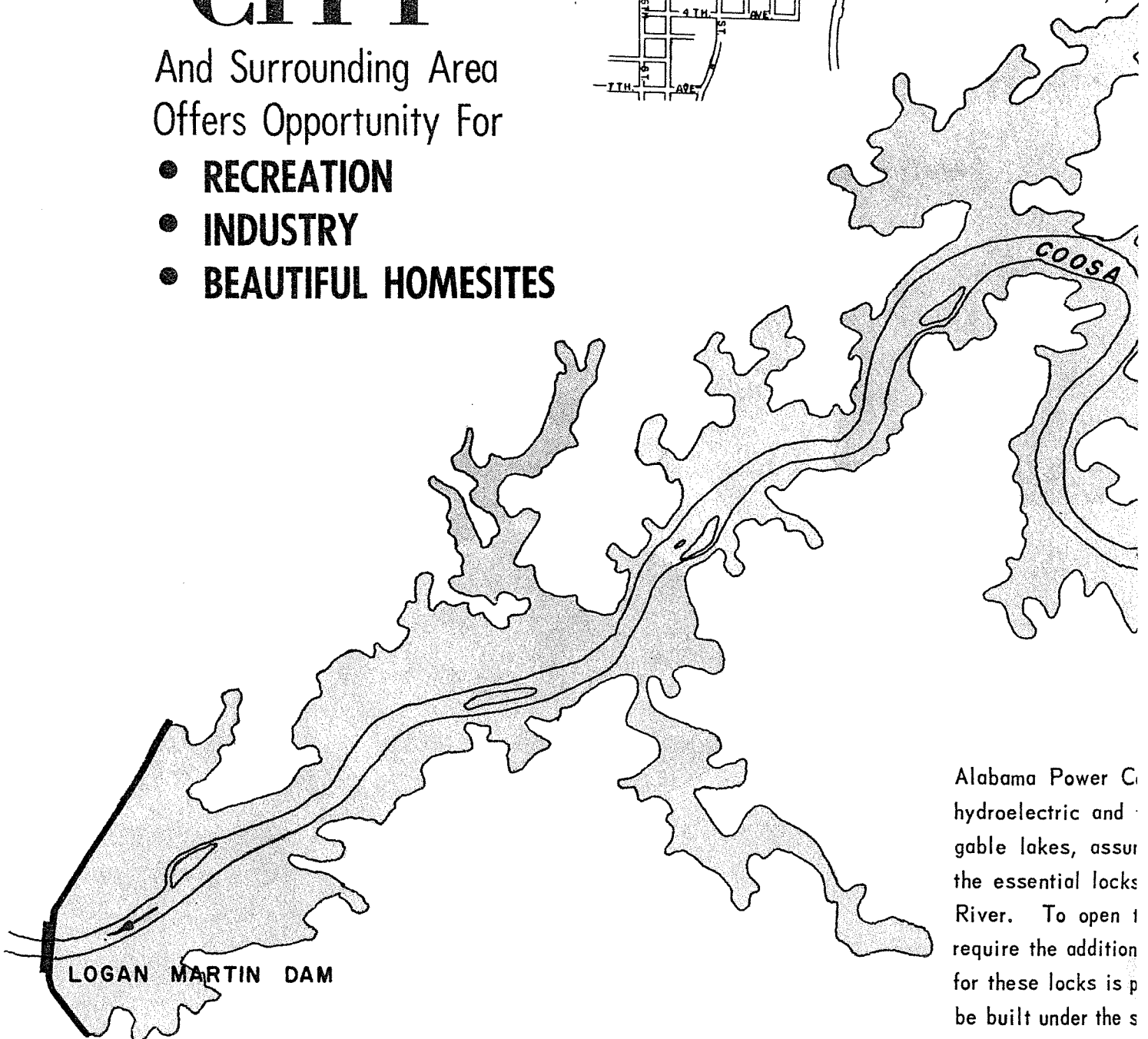
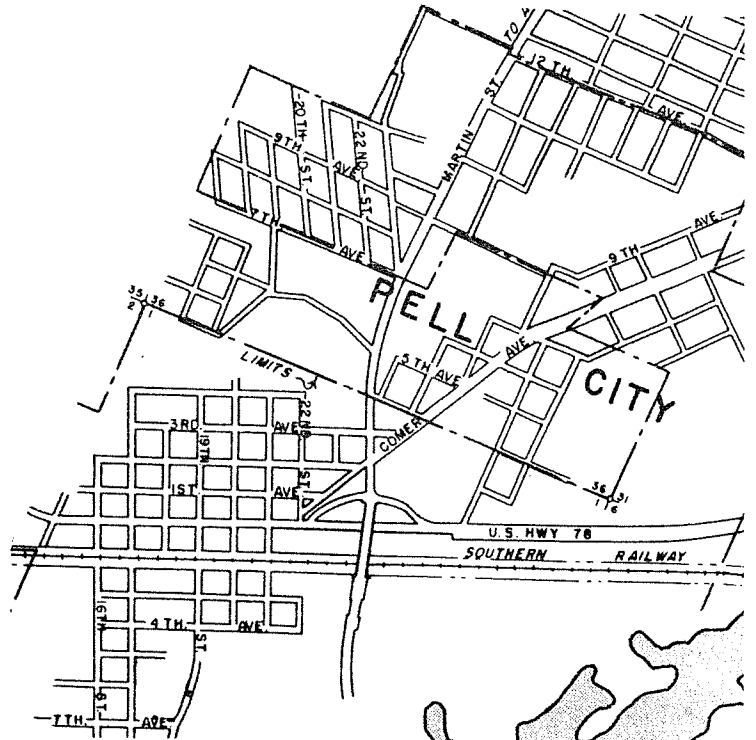
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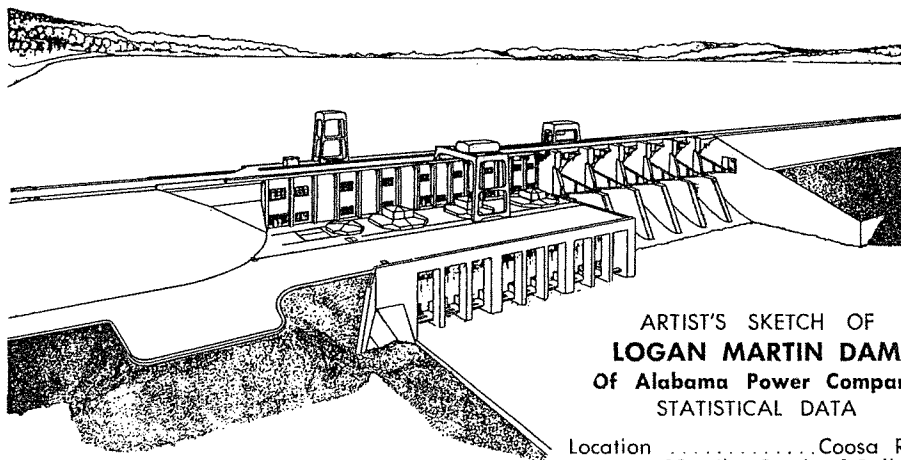
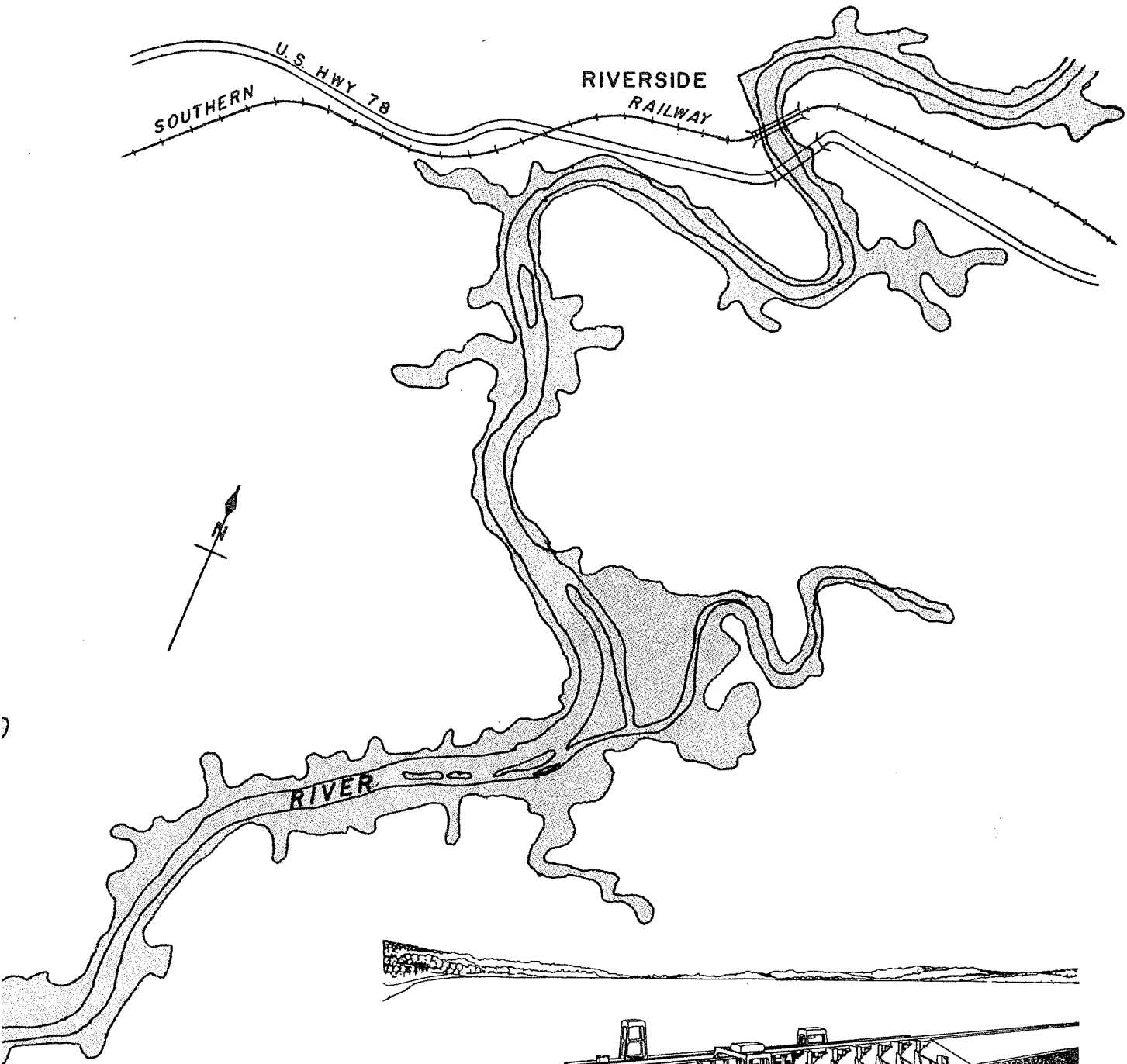
PELL CITY

And Surrounding Area
Offers Opportunity For

- RECREATION
- INDUSTRY
- BEAUTIFUL HOMESITES



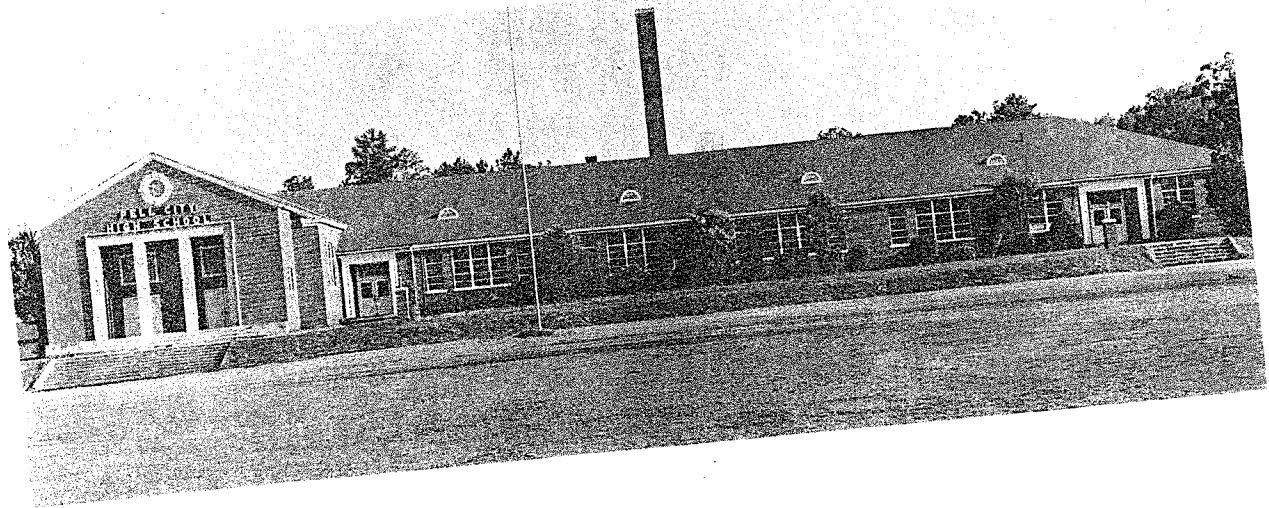
Alabama Power Co. hydroelectric and navigable lakes, assure the essential locks on the Coosa River. To open the river to navigation requires the addition of these locks is possible to be built under the s



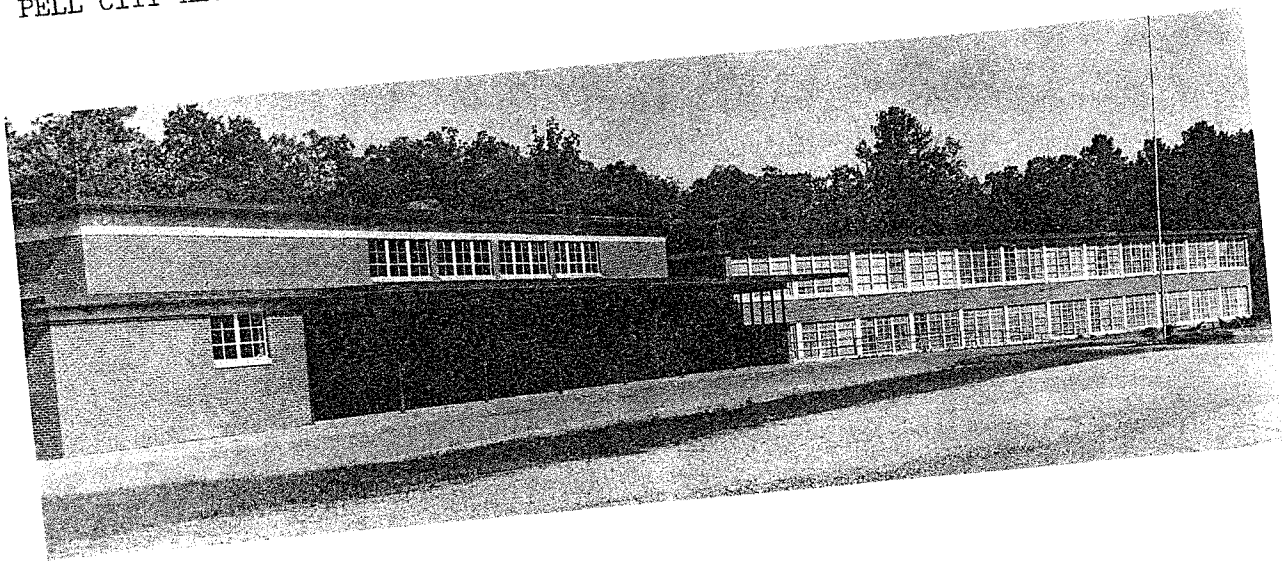
ARTIST'S SKETCH OF
LOGAN MARTIN DAM
 Of Alabama Power Company
 STATISTICAL DATA

Location Coosa River 12 miles South of Pell City
Maximum Height of Dam	... 100 Ft.
Length of Dam 6,150 Ft.
Number of Gates 6
Area of Reservoir	... 16,650 Acres
Drainage Area	... 7,700 Sq. Miles
Average Annual Rainfall	54 Inches
Length of Shoreline	... 326.4 Miles

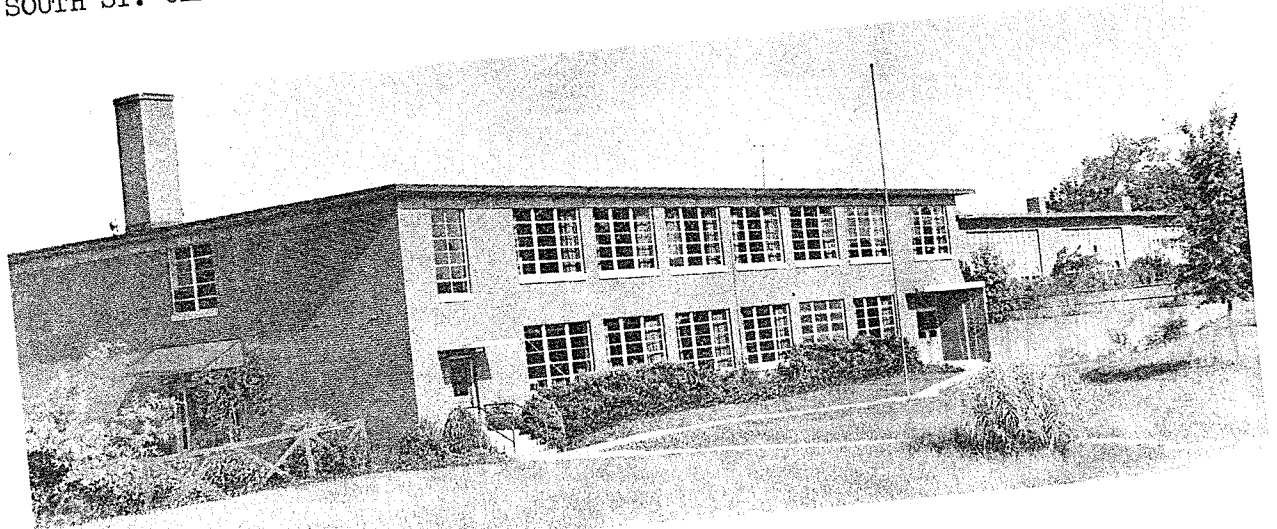
now in process of constructing
 dams which will create navi-
 -foot navigation channel (minus
 entire distance along the Coosa
 stretch to barge navigation will
 in the dam structures. Provision
 planning of the dams, which will
 of the Corps of Engineers.



PELL CITY HIGH SCHOOL

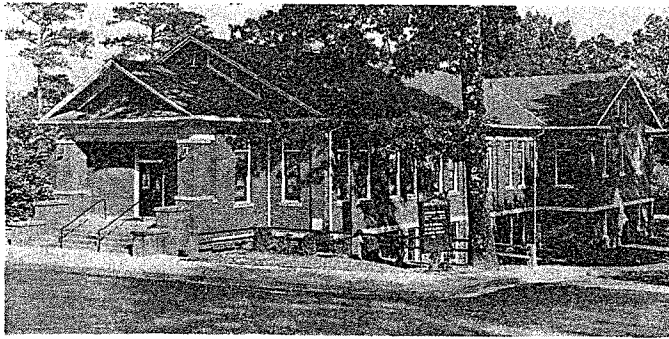


SOUTH ST. CLAIR ELEMENTARY SCHOOL

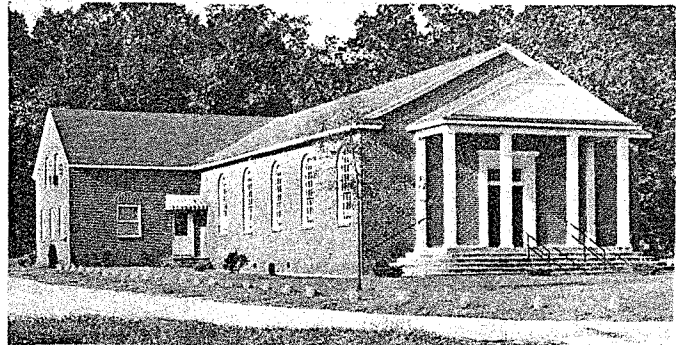


ST. CLAIR COUNTY TRAINING SCHOOL

TO MEET SPIRITUAL NEEDS



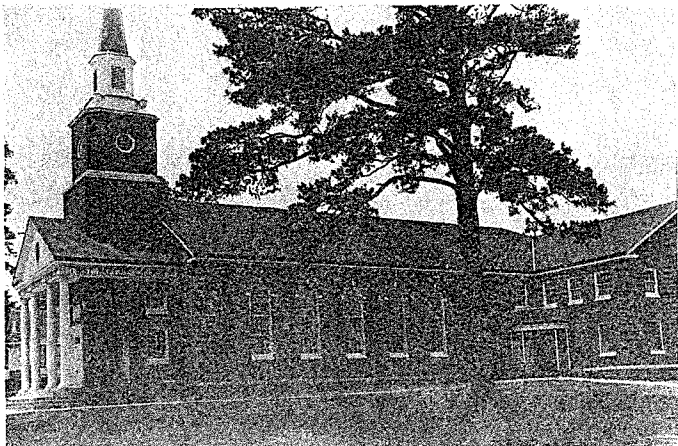
FIRST METHODIST CHURCH



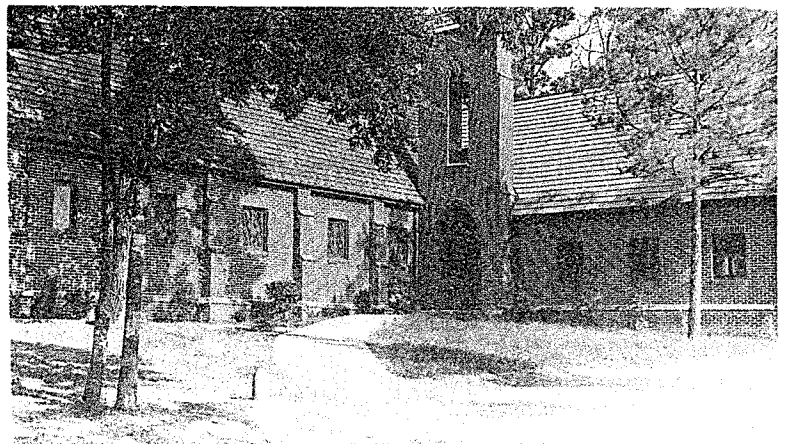
EDEN NEW HOPE BAPTIST CHURCH



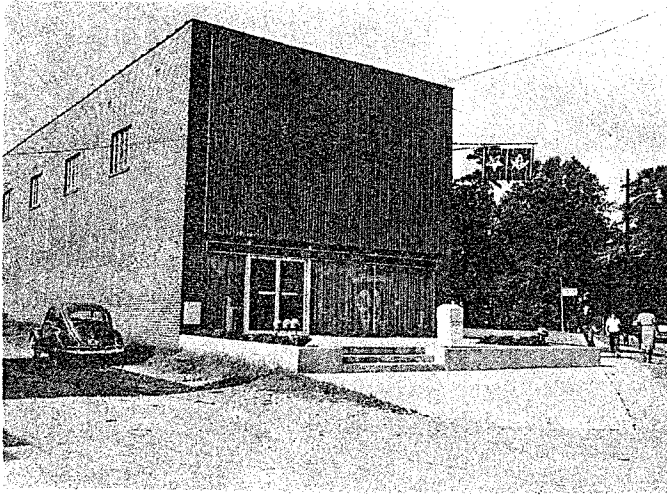
EDEN FIRST METHODIST CHURCH



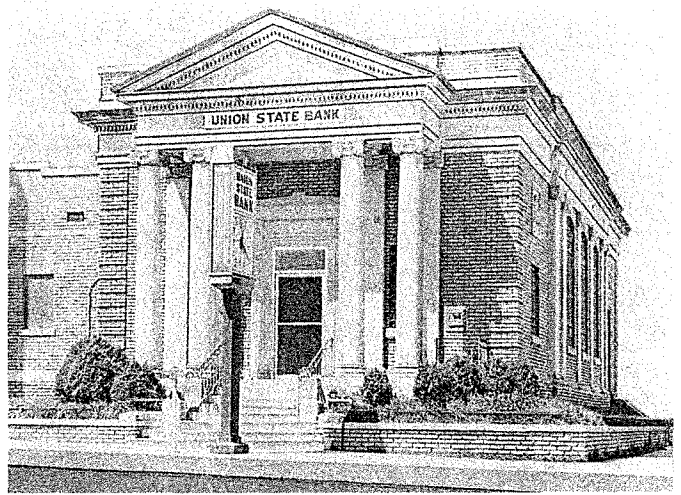
FIRST BAPTIST CHURCH



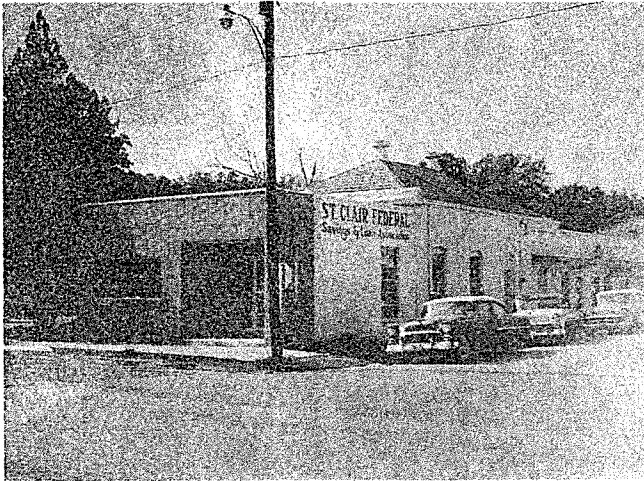
SEVENTH DAY ADVENTIST CHURCH



THE PEOPLES BANK
PELL CITY'S NEWEST



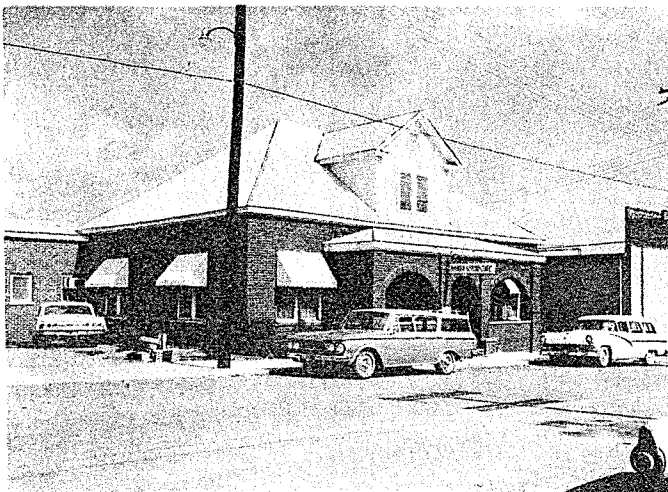
UNION STATE BANK
ORGANIZED OVER HALF CENTURY
WEATHERED EVERY FINANCIAL STORM



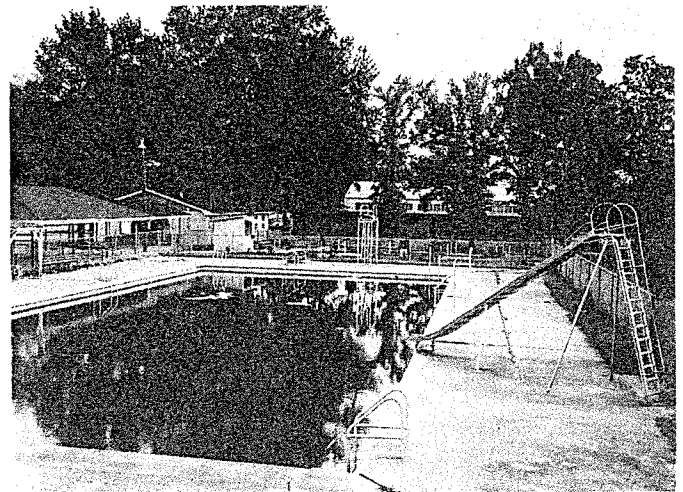
ST. CLAIR FEDERAL SAVINGS AND
LOAN ASSOCIATION



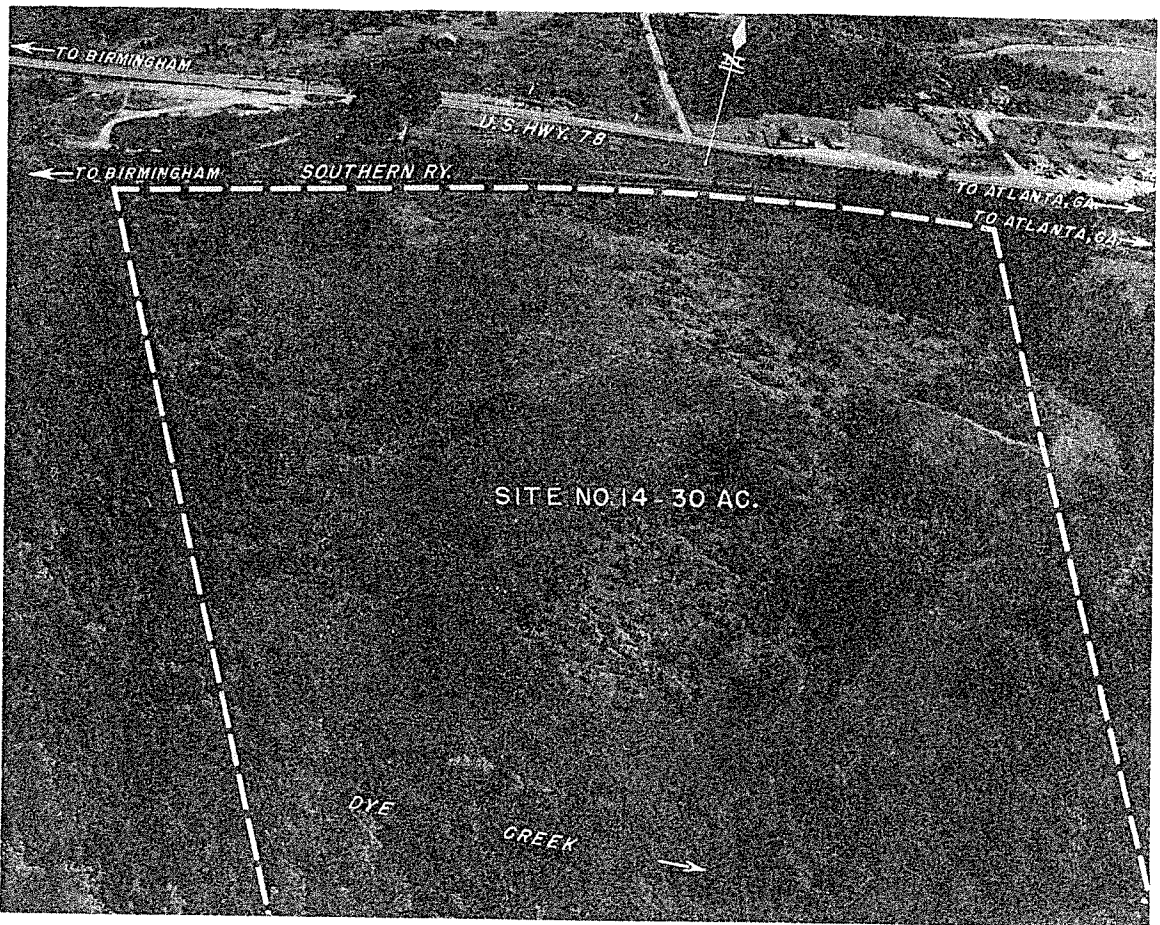
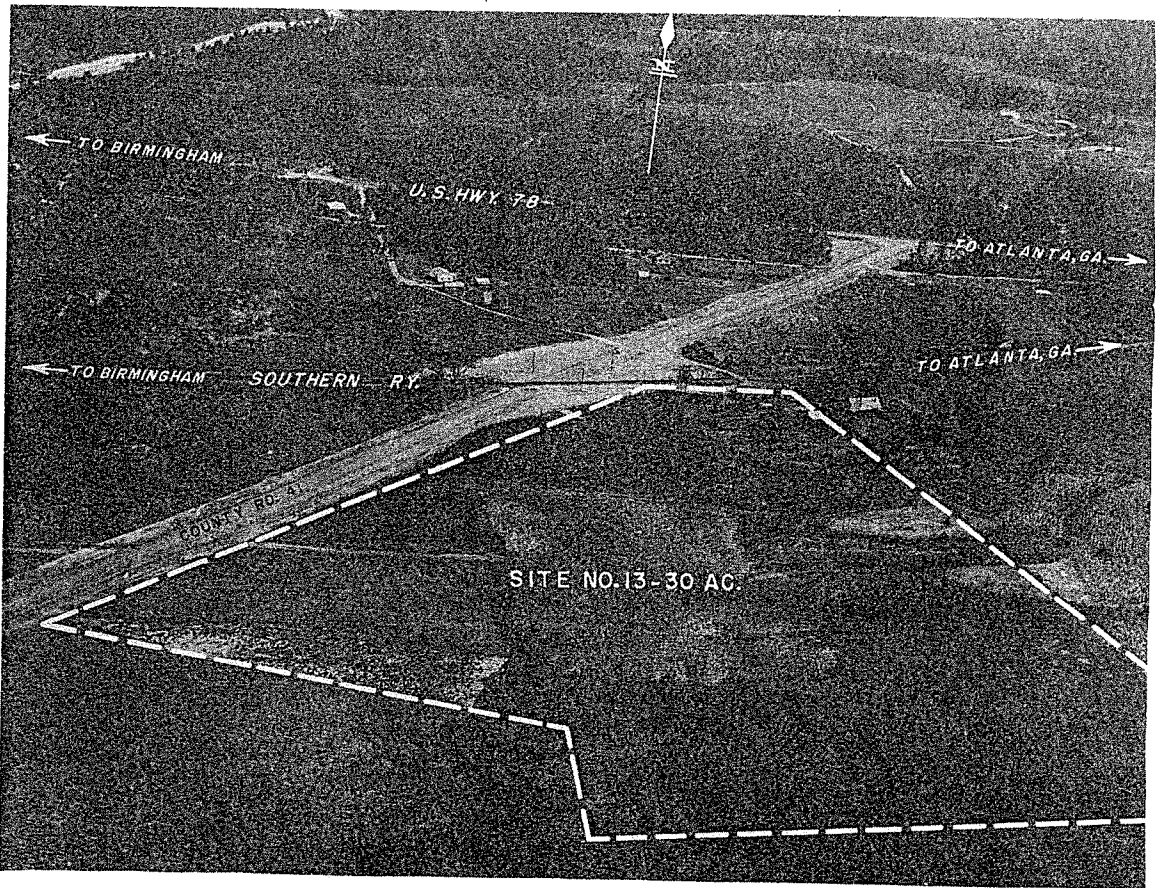
MODERN SHOPPING CENTER



MARTIN HOSPITAL



PARK HAS POOL, TENNIS COURTS,
RECREATION BUILDING, CARPET GOLF



LET US
 SHOW
 YOU
 THESE
 AND
 OTHER
 GOOD
 SITES
 SUITABLE
 FOR
 YOUR
 PERATION,
 NOW
 VAILABLE
 IN

ELL CITY — — — — A GROWING CITY!

WHY

MOVE

TILL YOU

LOOK

US

OVER

INDUSTRY IS WELCOME...

*Let us give you the
detailed information
you want...*

WRITE
WIRE
PHONE

MAYOR SAM F. BURT

CITY HALL

PELL CITY, ALA.

AN IDEAL INDUSTRIAL CLIMATE

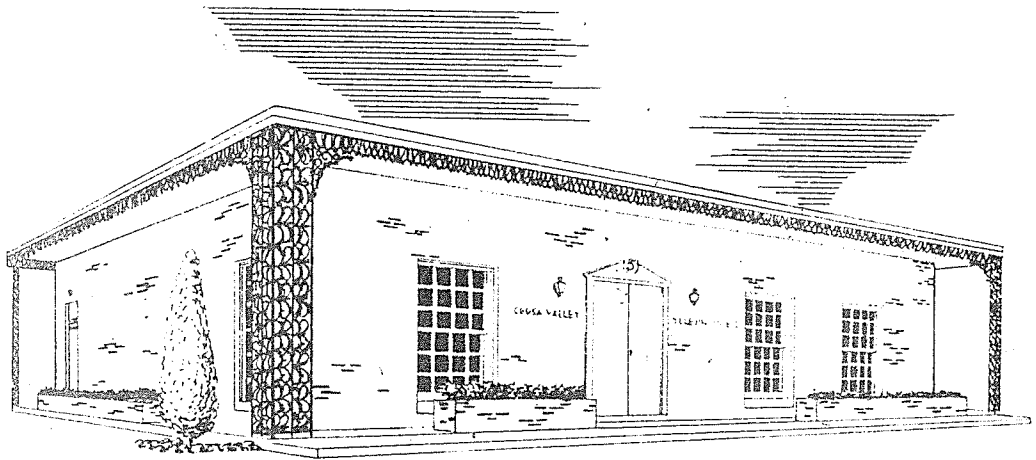


PREPARED BY
THE ALABAMA STATE PLANNING AND
INDUSTRIAL DEVELOPMENT BOARD

PELL CITY LINCOLN

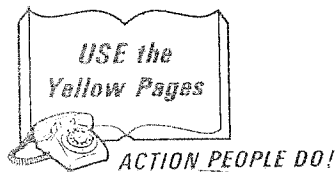
ALABAMA

AREA CODE 205



Telephone Directory

MARCH 1966



Coosa Valley
Telephone Company
A Locally Owned Company

TOURIST AND RECREATION POTENTIAL

St. Clair County, Alabama



BUREAU OF OUTDOOR RECREATION

Area Analysis Staff Report

TOMMY WASHINGTON
DISTRICT 1

H. M. MIZE
DISTRICT 2

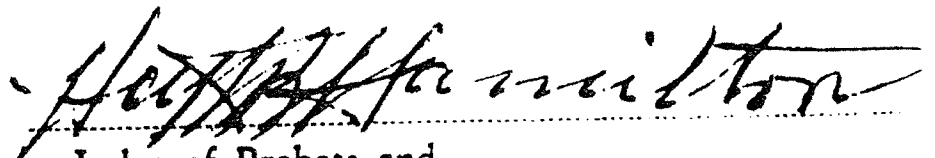
J. B. WALTER
DISTRICT 3

J. E. INGRAM
DISTRICT 4

HOYT B. HAMILTON
JUDGE OF PROBATE
&
CHAIRMAN ST. CLAIR COUNTY COMMISSIONERS COURT
ASHVILLE - PELL CITY, ALABAMA

The request for this report was submitted by the St. Clair County Commissioners Court on July 30, 1962 through the St. Clair County R. A. D. Committee to the area Redevelopment Administration, Washington, D. C.

This report is intended to serve as a guide to public officials, property owners and citizens of St. Clair County in the development of Public and Commercial Facilities for Tourism and Recreation locations and establishment of industries.



Judge of Probate and
Chairman Commissioners Court

TOURIST AND RECREATION POTENTIAL

ST. CLAIR COUNTY, ALABAMA

A reconnaissance report on the tourism-recreational potentials of St. Clair County, Alabama, with special emphasis on identifying recreation development opportunities along the lakes formed by the Logan-Martin and Lock 3 Dams on the Coosa River.

June, 1963

This report was prepared by the following members of the Area Analysis Staff, Division of Planning and Surveys, Bureau of Outdoor Recreation, in cooperation with the Area Redevelopment Administration:

James N. Lowe - Recreation Development Officer
David Brown - Business Economist
Robert H. Myers - Recreational Development Specialist (Water)
Henry W. Dill, Jr. - Recreational Development Specialist (Land)
Clifton W. Housley - Recreational Development Specialist (Tourism)

Without the full cooperation and assistance of the many Federal, State, and local officials, it would not have been possible to have secured the data for this report in the allotted time.

The study group is especially indebted to H. L. Eubanks, County Agricultural Agent, Pell City, Alabama; Robert R. Clark, Rural Development Specialist, Auburn University, Oneonta, Alabama; E. J. Riddle, Alabama State Forest Service, Pell City, Alabama; J. T. McKay, Project Engineer, Alabama Highway Department, Pell City, Alabama, who because of their personal knowledge of the area rendered invaluable assistance.

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INTRODUCTION

This report is the result of a special on-the-site evaluation of the tourist and recreation potentials in St. Clair County, Alabama (see Plate 1) and the subsequent preparation of a preliminary plan for recreation development of the area. It has been prepared in accordance with a Memorandum of Agreement between the Area Redevelopment Administration and the Bureau of Outdoor Recreation, dated January 15, 1963.

Underlying study objectives were to:

1. Evaluate the tourist and recreation potentials of the lakes formed by the Logan-Martin and Lock 3 Dams being constructed by the Alabama Power Company on the Coosa River, and indicate the probable economic impact that such tourist and recreation developments will have on the economy of St. Clair County.
2. Examine the tourist market to be served by the area, including such salient facts as location, size, and basic economic characteristics.
3. Identify adjustments that need to be made before tourism-recreation activities can make a major contribution to the economy of the area.
4. Identify areas within the study area that offer the greatest potential for recreation development. Such developments to be evaluated in relation to the overall recreation needs of the region.

5. Review the needs for commercial as well as luxury tourist and recreation service facilities as part of the overall economic development of the study area.
6. Determine public recreation needs, including public parks and also privately developed areas when the public interest can be served.
7. Recommend actions necessary to achieve maximum development and economic impact of the lake areas.

In line with the above objectives, the report that follows locates and describes the study area; evaluates its tourist and recreation potentials; analyzes present and future market potentials as these are related to the recreation needs of the region; identifies major adjustments needed to achieve the maximum effects of a tourism-recreation program on the economy of the area; and identifies areas and facilities that offer the greatest recreation development potential.

MAJOR FINDINGS

In the assessment of the tourism-recreation potentials of St. Clair County in Alabama, the following conclusions can be drawn with reference to its present status in both the area and region, as well as the basis for and possibilities of future growth, adjustments needed to achieve growth potentials, and the selection of specific areas with high recreation potentials.

Present Status of Tourism-Recreation in the Area and Region

- * Tourism-recreation in St. Clair County is at present relatively under-developed, consisting largely of fishing in the Coosa River and tributary streams, with no large-scale facilities or developed areas catering to the general tourist public. Annual travel and tourist expenditures in the Greater Lake Area (St. Clair, Talladega, and Calhoun Counties) are estimated to be no more than \$10 million, or about 3 percent of the State's total travel and tourist business.
- * In contrast, Alabama as a whole has a very sizable and growing travel and recreation industry, with total expenditures of \$270 million in 1961, including \$160 million spent by some 18 million out-of-state tourists.
- * Recreation seekers in Alabama are strongly oriented to water-recreation activities in four principal locations:
(1) the string of TVA reservoirs in Northern Alabama;

- (2) the impounded lakes along the lower Coosa River;
- (3) Lake Martin, in Tallapoosa County; and
- (4) the Gulf Coast area, near Mobile.

* Recreation and tourist development has had a significant impact on the economy of the State, having created some 53,000 jobs and generated personal income amounting to nearly \$163 million.

Area Assets and Prospects for Future Growth

- * Recreation in St. Clair County and the Greater Lake Area has a high potential value if properly developed and promoted. For one thing, the principal factors affecting national recreation demand, such as growing urbanization, rising incomes, increased mobility of the population, etc., will also have a positive impact on Alabama and these areas.
- * The area itself has three major assets favoring future growth of tourism and recreation. These are (1) the two lakes to be created by the Logan-Martin and Lock 3 Dams, and the opportunities present for the development of new businesses and recreation facilities of substantial magnitude and variety along their shorelines; (2) proximity to metropolitan Birmingham, with its present and anticipated large population base and high incomes; and (3) accessibility to other major population centers and potential tourist traffic via U.S. Interstate Highway 20, a major East-West direct route between Birmingham, Atlanta and the East Coast, and between Birmingham, Vicksburg, Shreveport, Fort Worth-Dallas and points West.

* Projections of future recreation demand in the Greater Lake Area indicate that travel and tourist expenditures in the area could increase $2\frac{1}{2}$ times by the year 1976 and more than triple by the year 1980. Underlying assumptions are that the area will capture an ever increasing share of the State's travel business in the years ahead, and that local area organizations and leadership will effectively exploit the area's major recreation assets. Translated in terms of jobs and income, these projected increases could mean the creation of more than 6,600 new jobs by 1976 and more than 8,000 by 1980. Similarly, personal income in the area could reach \$20 million by 1976, and almost \$25 million by 1980.

Needed Adjustments to Achieve Growth Potentials

* There are several major improvements or adjustments that must be made before the business and development potentials implicit in the above projections can be realized. Foremost among these are (1) establishing desired controls over the types and quality of developments along the lake frontage, with greater emphasis on safeguarding and increasing the number of public-use areas and quality-type commercial facilities; (2) initiating and carrying out the planning and construction of an adequate system of access roads to existing and proposed development areas; and (3) expanding and developing tourism-recreation facilities and service installations including quality-type accommodations.

Specific Areas with High Development Potential

The shore areas around the two lakes offer a variety of opportunities for developing tourist and recreation-based facilities which will contribute substantially to the economy of the area. Major recreation areas and facilities proposed for development include the following:

Commercial Areas and Facilities

- * A Resort-Motel Lodge Complex (Commercial Area No. 1) to be located in a 2,000-acre area along the shoreline between miles 113 and 117 on the Coosa River. Core elements proposed include a 150-room hotel-lodge, a commercial marina with at least 200 slips and 100 individual modern cabins.

- * A Commercial Motel Complex (Commercial Area No. 2) to be located just south of the Riverside interchange on Interstate 20. Core element would be a 100-room quality-type motel with a 200-slip marina.

- * A Rustic Lodge and Primitive Area (Commercial Area No. 3) to be located on Beaver Creek Mountain and extending down to the lake. Basic elements to include a rustic lodge with accommodations for 500 and a camping area on the mountain with space for 200 or more campers.

- * Three Private Lodges - Family Resorts (Sites 1, 2 and 3) to be located on Tredwell Island on the northeast corner of Hines Mountain on the bend of the Coosa River below Stemley Bridge, and at the confluence of the Coosa and Canoe Creek. Principal elements to include a 20-to 40-room lodge building, boat slips and landings, and service facilities.

Public Use Areas

- * A Public Park (Public Use Area No. 1), a 600-acre site including all of the peninsula lying west of Rabbit Branch at river mile 103. Core elements include a 150 camp site and about 50 to 100 rustic rental cabins.
- * Two Camping Areas (Public Use Areas 2 and 3), one to be located along both sides of Fishing Creek at the confluence of the Coosa, and the other, at the bend of the Coosa, about 5 miles south of Ragland. Each area to have a minimum of 200 camp sites, with essential sanitation facilities.

Public Access Areas

Because of the preponderance of privately-owned land along the lakeshores in the study area, every available opportunity must be taken to develop public access areas. Three types are proposed for development throughout the study area: (1) boat launching ramps, with parking; (2) picnic areas with sanitation facilities; and (3) areas with combined facilities and services provided in (1) and (2).

Chandler Mountain

Chandler Mountain offers excellent opportunities for development of non-water type recreation. Specific proposals include:

- * Expansion of "Horse Pens 40" to include another 120 acres for camping and other recreation uses.
- * Development of day-use areas for picnicking and outings at several locations.

RECOMMENDATIONS

In light of the pertinent findings on the overall tourism-recreation potentials of St. Clair County, Alabama, particularly those relating to the two new lakes being formed by the Logan-Martin and Lock 3 Dams, and possible related developments of lakeshore area in the adjoining counties of Talladega and Calhoun, the following recommendations are made:

1. In the absence of any legislative authority for the county to control land-use along the lakeshores, it is recommended that the St. Clair Rural Areas Development Committee initiate and conduct an educational program aimed at lakeshore landowners which will eventually lead to an organization of landowners dedicated to the controlled development of lakeshore areas. The quality and kind of recreation facilities developed will greatly influence the economic impact of the recreation program on the study area, and the landowners working together can do much to establish effective standards for development of lakeshore holdings.

2. It is recommended that as soon as the landowners and county, State and other officials agree upon a plan for developing the recreation potentials of the study area, a projected system of access roads be planned and a schedule of construction be adopted. One of the primary needs of the area is adequate access roads to potential development sites.
3. It is recommended that the pollution abatement program be accelerated as rapidly as possible. The quality of water is one of the important factors governing the recreation potential of lake-shore areas. The lake formed by Lock 3 Dam is presently polluted because of inadequate sewage treatment systems in the nearby cities of Gadsden and Anniston, and also because of inadequate treatment of industrial waste in the same areas.
4. It is recommended that Federally-owned lands not inundated at Locks 1, 2, 3, 4 and 5 on the Coosa River be developed for recreation purposes, particularly day-use areas for picnicking, boat landings, and other related recreation activities.
5. It is recommended that immediate steps be taken to acquire a minimum of five acres of land at each of the public access locations designated on Plate 3 of this report.
6. It is recommended that as soon as sufficient land has been made available at designated public use areas, a program of development be worked out with the Alabama Department of Conservation, Division of Game and Fish, for the installation of required recreation facilities and services.

7. It is recommended that negotiations be initiated with the Alabama Power Company (as soon as agreement is reached on the overall area recreation development plan) for use of the company-owned land in Public Use Area No. 2, shown on Plate 3.
8. Since Birmingham is the primary market for the recreation facilities to be developed in the study area, it is recommended that representatives of the various segments of the Birmingham economy be invited to participate in the development of the tourism-recreation program for St. Clair County and also in the formulation of specific project plans. This is particularly important because it is anticipated that much of the financing of proposed developments will come from sources in metropolitan Birmingham.
9. It is recommended that the "Horse Pens 40" enterprise be encouraged to expand by acquiring another 120 acres of land and that additional facilities be provided for camping, horsebacking riding, and other recreation activities.
10. It is recommended that in developing detailed plans for the resort lodge, the initial unit be limited to 75-100 rooms and 50 cottages, and allowance be made for expansion as the demand dictates.

THE ST. CLAIR COUNTY AREA

Physical Description

St. Clair County is located slightly northeast of the geographical center of Alabama (see Plate 1). The county has two county seat towns, Pell City and Ashville. The center of the county is approximately 40 miles from the cities of Birmingham, Oneonta, Gadsden, Anniston, Talladega, and Columbia. The land area comprises 641 square miles. The Coosa River forms most of the eastern boundary of the county, and about 90 percent of the land area of the county is drained by streams flowing into this river. The remaining 10 percent in the southwestern section is in the Cahaba and Little Cahaba River drainages.

Topography - The county lies within the limestone section of the Ridge and Valley physiographic province except for a narrow band in the northwestern part which is in the Cumberland Plateau physiographic province. Land elevations range from 433 feet (m.s.l.) in the southern part of 1600 feet (m.s.l.) in the western part of the county. The topography varies from relatively level land in the Canoe Creek valley to gently and moderately rolling uplands to mountains in the northern and western parts of the county.

Climate - The climate of the county is of the warm temperate type prevailing throughout most of the "Gulf States." Summers are generally hot and humid, and winters are of short duration and mild. Annual rainfall averages about 54 inches with fairly good seasonal distribution.

Transportation and Communications - Two interstate highways are under construction which, when completed, will give the county 55 miles of four-lane interstate highway. The legs traversing the county are between Birmingham and Atlanta (I-20) in an east-west direction and between Birmingham and Chattanooga (I-59) in a northeast-southwesterly direction. U.S. Highways 11, 411 and 23 traverse the county in a general northeast-southwest direction; U.S. 78 in an east-west direction; U.S. 231 in a north-south direction; and State Highway 174 in a general northwest-southeast direction. In addition, there are many miles of paved county and State roads in St. Clair County.

Three railroad lines traverse the county generally in a northeast-southwesterly direction. Two lines are operated by the Southern Railway Company and the other by the Seaboard Air Line Railroad Company.

A 4,000-foot air strip is under construction near Pell City. The strip will accommodate small, private-type aircraft. Nearest commercial air facilities are located at Birmingham.

The Economy in Brief

The economy of St. Clair County is characterized by low incomes, under-employment and unemployment, and out-migration of people. The main support of the economy -- agriculture -- is shrinking rapidly with little prospect for reversing the trend in the future. In the 10-year period between 1949 and 1959, there was a 50-percent decline in the number of farms and about 20-percent reduction in land use for farming purposes. General farming is practiced with cotton, cash grains, poultry, and livestock being the major products.

Primary non-agricultural industries are textile mills, a cement company, a brick company, lumber companies, and a poultry processing plant. Automation in the Avondale Mills textile plant, the largest single source of non-agricultural employment in the area, has reduced plant manpower requirements from around 800 in 1958 to less than 300 today. Prospects for any substantial new industrial plants are somewhat dim, largely because of the nearness of more desirable locations within the Birmingham industrial complex. Also the lack of suitable docking areas along the Coosa River severely limits the possibility of any large-scale industrial developments.

One promising means of upgrading the economy of the area is much greater development of the tourist and recreation activities. Creation of the lakes above Logan-Martin and Lock 3 Dams and the proximity of the Birmingham metropolitan area all favor growth of this segment of the economy. Specific developments and prospects in tourism and recreation are discussed in the next sections of this report.

CURRENT STATUS OF TOURISM-RECREATION

At present, the tourism-recreation industry in St. Clair County is, for the most part, under-developed. Recreation consists largely of fishing on the Coosa River and tributary streams, and there are no large-scale facilities or developed areas catering to the general tourist public.

Facilities - Existing facilities available for tourist and outdoor recreation use in St. Clair County are quite limited. There are no State parks in the county and Federal land holdings are limited to

five small areas adjacent to the existing but obsolete navigation system on the Coosa River. Small areas at two forest fire towers, small city parks at Pell City, Ashville, and Springville, the Federal lock areas and 12 roadside parks constitute the public facilities. These areas, for the most part, are available but are under-developed.

Facilities available in the county to accommodate tourists and transient travelers include five motels and ten cafes of generally satisfactory quality. There are four summer camps located in the county sponsored by either churches or civic clubs. The largest commercial tourist attraction in operation in St. Clair County is called "Horse Pens 40." This is a 40-acre tract of land atop Chandler Mountain and features nature trails meandering amid odd-shaped rock formations. It offers excellent opportunity for future recreation expansion. Already being planned are festivals, pottery crafts, folk singing and pageants. Horseback riding and camping facilities are currently available and are also being expanded. The area is apparently rich in Indian lore.

Recreation facilities in counties surrounding St. Clair County are on a par with those found within the county, but have been better developed. The 2,719 acre Cheaha State Park, located along the boundaries of Talladega, Calhoun, and Clay Counties, is a popular State park featuring a lodge, cabins, picnic shelters, riding stables, a 6-acre lake, and complete camping facilities.

Inland Lake Reservoir, the established water supply for the city of Birmingham, offers limited opportunities for fishing and other outdoor activities. Oak Mountain State Park in Shelby County is a 9,940 acre park featuring two small (18 and 85 acres) lakes, a lodge, cottages, group camps, picnicking facilities and shelters.

Fish and Wildlife Resources - Fishery resources of St. Clair

County are considered to be of moderate to low value, and exist primarily on the Coosa River and tributary streams within the county and in numerous farm ponds throughout the county. The Coosa River has, in the past, suffered from serious industrial and domestic pollution. This condition, however, is being remedied as sewage treatment plants are under construction at Gadsden and Anniston. As a result of pollution, the fishery of the Coosa River in the vicinity of St. Clair County has not been utilized to a great extent.

Principal fresh-water game species are largemouth bass, spotted bass, crappie, bluegill, various other sunfishes and white bass. Rough fishes include catfishes, buffalofishes, freshwater drum, suckers, carp and shad. Many of the larger tributary streams as Big Canoe Creek, Beaver Creek, Perimeter Creek, Shoal Creek, Trout Creek and Broken Arrow Creek are locally important and support moderate value fisheries. Farm ponds, scattered throughout the county, are also locally important and usually contain a bass-bluegill combination.

It is expected that fishery benefits in the lakes created by the Logan-Martin and Lock 3 Dams will be significant. Coupled with sewage treatment plants under construction, the huge volume of impounded water will create habitat ideal for fish production. To take full advantage of a high value fishery that is expected to develop, every opportunity should be made to provide access, both public and private.

Wildlife Resources - Wildlife resources of the county are generally of moderate value. Good populations of squirrel, bobwhite quail and mourning dove exist and are hunted. Fox, raccoon and opossum are pursued

by night hunters. Deer are hunted on wildlife management areas in adjacent counties but the population has not become established sufficiently in St. Clair County to permit an open season. A 50,000 acre game management area, under contract with private landowners, has been stocked with deer and is expected to be open to public hunting by 1967.

Waterfowl make use of the Coosa River during migration and a few ducks winter on the Avondale Lake near Easonville. Waterfowl usage is expected to increase with the impounding of the two reservoirs. With some specific management and protection, the reservoirs could hold a fair population of waterfowl throughout the fall and winter months and provide waterfowl hunting.

Some of the better hunting grounds in the vicinity of St. Clair County are found along the entire eastern edge of Talladega County in the Talladega National Forest area. This area is managed for timber and for fish and wildlife conservation.

Current Travel and Tourist Market

For purposes of the market analysis in this and the next section of the report, Talladega and Calhoun Counties are considered along with St. Clair County as the "Greater Lake Area." This seems logical since all three counties will have a substantial part of the shorelines along the two lakes to be created by the Logan-Martin and Lock 3 Dams, and as such, will constitute a common drawing power for tourists and other travelers seeking accommodations and recreation. The relative extent of participation of each county will depend, of course,

on each of their efforts to capitalize on the availability of the lakes and other recreational and tourist assets within their boundaries.

Although precise information is lacking, the current travel and tourist business in the Greater Lake Area is generally known to be relatively small and confined largely to serving local residents and tourists and other travelers from nearby population centers, particularly from the Birmingham metropolitan area. More specific insights on the nature of this market can be gained from the 1961 Report on Alabama Travel Trends,^{1/} prepared by Dr. Louis C. Copeland for the Alabama Travel Council.

Alabama Travel Expenditures - These data show that during 1961 total travel expenditures in Alabama amounted to \$270 million, including \$160 million spent by some 18 million out-of-state tourists. These statistics clearly indicate that Alabama has a very sizable and growing travel and recreation industry.

Greater Lake Area Estimates - While comparable data are not available for the Greater Lake Area, it is estimated that local travel expenditures are probably no more than \$10 million, or less than 4 percent of the State's total. This is less than what might be expected considering the fact that the 3-county area has over 5 percent of the State's retail sales. However, this estimate appears to be realistic in view of the current under-development of the area's tourist and recreation facilities and the lack of any real first-class tourist

^{1/} Lewis C. Copeland, Alabama Travel Trends, 1961. College of Business, University of Tennessee, Knoxville, Tennessee, 1961.

attractions, such as the two lakes soon to be created. With these lakes, future travel and tourist business in the area can be expected to undergo a substantial expansion.

Impact of Tourist Expenditures on Economy - The following additional highlights of the Copeland Report demonstrate how expenditures by tourists and other travelers stimulate the business life of the State.

- * Over 40 percent of the State's total receipts for the lodging, eating, and recreation businesses were from visitors to Alabama;
- * Alabama residents totaling 53,000 have found jobs in the State's businesses serving the travel industry. These include 40,500 paid employees and 13,000 proprietors operating their own businesses, or about one job for each \$11,000 of travel expenditures.
- * Payrolls and other personal income generated by the State's travel-serving businesses totaled nearly \$163 million.
- * More than \$20 million was spent for "miscellaneous" items in the State's shops, department stores, and similar businesses, all of which added importantly to the profits of many small businesses throughout the entire State.

Origin and Other Characteristics of Alabama Visitors - Other interesting facts about Alabama tourists revealed by the Copeland Report show that:

- * More than half of Alabama's 18 million visitors in 1961 passed through the State, or returned home the next day; those who

stayed beyond a day spent an average of one night in the State.

- * They came from a wide variety of States, but, as might be expected, proximity is an important factor influencing destination with one-third originating in Alabama's four border States - Tennessee (9%), Florida (6.6%), Georgia (11.5%), and Mississippi (6.3%).
- * Excluding the border States, Alabama's prime market is located in the North Central States. These States accounted for another one-third of all out-of-state visitors during 1961. High, as sources of visitors, were Illinois (8.4%), Ohio (6.4%), and Indiana (4.5%).
- * The average interstate tourist party spent \$18.50, or \$8.60 per person-trip, or \$4.50 per person per day. The pattern shows that food and beverage expenditures accounted for 33.5 percent of each dollar spent, followed by auto and other transportation expenditures (25.7%), lodging (17.0%), recreation and entertainment (10%), and miscellaneous expenditures (13.8%).

Places Visited - Recreation seekers in Alabama, both residents and out-of-staters, are strongly oriented to water recreation areas where they can participate in their favorite activities: fishing, boating, swimming, etc. They go largely to four main areas: (1) the string of TVA reservoirs in northern Alabama (Pickwick, Wilson, Wheeler, and Guntersville); (2) the impounded lakes along the lower Coosa River (Lay, Mitchell, and Jordan); (3) Lake Martin in Tallapoosa County; and (4) the Gulf Coast areas southeast of

Mobile. Table 1 on the next page shows that the State parks and public lakes are also well visited.

A special TVA report^{1/} clearly points up the growing popularity of water-recreation areas. It shows that since 1947, recreation use of the 26 TVA lakes has increased nearly sixfold, from 16,645,000 in 1947 to 42,348,993 in 1960. This represents an average of some two and one-half million visits a year. During the same period, the value of recreation facilities and equipment in use on the reservoirs and their shorelines increased nearly tenfold to reach a total of some \$120 million. Attendance at the four TVA lakes in northern Alabama totaled almost 4 million persons in 1960, with Gunterville Lake (1,775,000) and Wheeler Lake (1,163,000) being the most popular as indicated by the number of visitors.

In a sense, all of the above areas can be considered in direct competition with the Greater Lake Area for the tourist dollar. This is particularly true with respect to Lake Gunterville and Lake Martin and, more recently, Lake Lewis Smith. Each of these lakes is heavily used by people from Birmingham and, as such, will share this important primary tourist market with the two lakes in the study area. However, the Greater Lake Area will have a slight locational advantage, being somewhat closer to Birmingham--only one-half to an hour's drive away--and also with direct connection on a major U.S. Interstate Highway - I-20.

^{1/} Tennessee Valley Authority. Outdoor Recreation for a Growing Nation: TVA's Experience with Man-made Reservoirs. Knoxville, Tennessee, September 25, 1961.

TABLE 1

REPORT OF ATTENDANCE AT STATE PARKS AND PUBLIC LAKES
October 1, 1961 - September 30, 1962

<u>Parks</u>	<u>In State</u>	<u>Out State</u>	<u>Total</u>	<u>Cabin Guests</u>	<u>Tent Camping</u>
Chattahoochee	7,909	2,032	9,941	--	40
Cheaha	189,886	40,904	230,790	6,388	1,481
Chewacla	276,112	13,075	289,187	3,014	629
Chickasaw	32,492	9	32,501	--	--
DeSoto	160,670	44,770	205,440	4,598	1,198
Gulf	582,238	49,611	631,849	11,065	9,588
Little Mountain	360,560	43,340	403,900	--	105,359
Monte Sano	238,745	32,530	271,275	6,082	1,942
Oak Mountain	48,620	3,592	52,212	932	828
Valley Creek	77,756	5,605	83,361	446	224
Joe Wheeler	117,760	20,135	137,895	12,639	493
Joe Wheeler (Negro)	14,275	1,210	15,485	--	--
<u>Lakes</u>					
Barbour	24,366	88	24,454	--	--
Bitler	4,600	18	4,618	--	105
Clay	17,849	303	18,152	--	--
Coffee	9,415	1,114	10,529	--	--
Crenshaw	6,901	38	6,939	--	--
Gullman	65,240	1,320	66,560	--	--
Dale	78,482	15,996	94,478	--	--
Dallas	10,822	552	11,374	--	--
Fayette	11,670	--	11,670	--	--
Geneva	18,916	108	19,024	--	--
Hodges	19,629	1,236	20,865	--	31
Lamar	12,178	1,048	13,226	--	--
Madison*	12,036	66	12,102	--	--
Marengo	12,438	471	12,909	--	--
Marion	20,345	1,065	21,410	--	7
Oak Mountain	118,856	1,506	120,362	--	--
Pike	5,628	63	5,691	--	--
Tuscaloosa	176,150	2,961	179,111	--	--
Tuskegee	9,936	--	9,936	--	--
Walker	14,700	--	14,700	--	--
Elk River Lodge	2,820	--	2,820	1,228	--
Look Site 6	16,432	150	16,582	--	155
TOTALS:	2,776,432	284,916	3,061,348	46,392	122,080

* Madison County Public Fishing Lake was opened on May 30, 1962.

The Birmingham Market Area

With a population of over 640,000 in 1961, and with prospects of over a million people by 1980, the Birmingham area will be the key market for the Greater Lake Area. Moreover, Birmingham is a major convention center and a focal point for highways and other transportation media connecting to other major population centers in the southeast and mid-west. Visitors to Birmingham also represent potential visitors to the Greater Lake Area.

But size of population is only one, and probably the least important measure of a potential market. Of much greater significance are income and its bearing on the ability of persons to travel, spend and participate in recreation activities of all types. In this respect, the importance of metropolitan Birmingham as a source of tourists is even more apparent. Almost 15 percent of its 180,000 households have annual incomes of between \$7,000 and \$10,000, and about 10 percent have incomes amounting to \$10,000 and over. This represents more than 154,000 individuals living in households with annual incomes of \$7,000 and over, and makes the Birmingham area the highest income area in the State and one of the highest in the entire southeastern region of the country.

Other Market Areas - In addition to Birmingham, there are also other important urban areas near the Greater Lake Area which represent important potential sources of recreation seekers. These include Gadsden, Montgomery, Tuscaloosa, Huntsville, and Phenix City all in Alabama, and Columbus, in Georgia. Somewhat farther away but easily accessible via Interstate 20 is Atlanta. The Atlanta metropolitan area, also a heavily

populated, high income area, could by itself be a major secondary market for the area. Table 2 presents pertinent population and income data on these population urban centers within the primary and secondary market areas of the Greater Lake Area.

TABLE 2

PRIMARY AND SECONDARY RECREATIONAL AND TOURIST MARKETS

	<u>Population</u> <u>1/1/61</u>	<u>Households</u> <u>1/1/61</u>	<u>Average</u> <u>Annual</u> <u>Cash</u> <u>Income Per</u> <u>Household</u> <u>(1960)</u>	<u>Estimated Number of</u> <u>Individuals in Households</u> <u>Earning</u> <u>\$7000-\$9999</u> <u>\$10,000-over</u>	
<u>Alabama:</u>					
<u>Metropolitan Areas</u>					
Birmingham	640,100	180,000	\$5,954	91,980	62,370
Gadsden	97,200	25,800	5,075	11,836	6,300
Montgomery	171,300	48,300	5,388	22,145	16,229
Tuscaloosa	110,100	26,500	4,658	11,517	6,630
Huntsville	119,000	31,800	4,296	10,000	5,176
Phenix City	46,800	11,700	4,566	4,120	1,872
 <u>Non-Metropolitan Areas</u>					
Anniston	33,700	8,700	5,511	4,649	29,180
Gullman	11,100	4,051	4,051	788	426
Decatur	30,000	9,000	4,790	3,237	1,930
Florence	32,300	9,300	5,141	4,133	2,377
Talladega	18,100	4,300	4,763	1,970	1,012
Jasper	11,000	3,200	4,628	1,033	619
 <u>Georgia:</u>					
<u>Metropolitan Areas</u>					
Atlanta	500,000	146,100)	5,963	66,063	57,522
North Atlanta	13,200	3,700)			

Source: Sales Management, "Survey of Buying Power" - 1962

Table 2

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POTENTIAL DEMAND FOR TOURISM - RECREATION

National Demand For Recreation

All signs indicate an almost unlimited future growth of tourism and recreation nationally, and there is no reason why Alabama and the Greater Lake Area should not share in this growth. The principal factors affecting national recreation demand will also have a positive impact on these areas. These include such significant trends as (1) growing urbanization; (2) increased mobility of the population; (3) more leisure time; (4) increased demand for a greater variety of recreation activities; (5) rising incomes; and (6) increasing demand for family recreation.

For example, according to the findings of the Outdoor Recreation Resources Review Commission, by the year 2000, approximately 73 percent of the country's inhabitants, or 250 million people, will live in metropolitan areas - compared with 63 percent, or 113 million people in 1960 and 35 percent or only 43 million people in 1930. With urban parks and recreation areas already vastly overcrowded, this increased growth in our urban centers will create a tremendous demand for outdoor recreation in other non-urban areas within easy travel distance from the Nation's large urban clusters, and the Greater Lake Area certainly is within reach of many of these centers.

According to a report recently published by Resources for the Future,^{1/} a private research organization, the number of automobiles

^{1/} Hans Landsberg, Joseph L. Fischman, Joseph L. Fisher. Resources in America's Future: Patterns of Requirements and Availabilities 1960 to 2000. Prepared for Resources for the Future, Inc., John Hopkins University Press, Baltimore, 1963.

on the Nation's highways will be twice as great in 1980 and four times as large in the year 2000 as they were in 1960. The number of automobiles will increase from 59 million to 120 million to 244 million.

The Resources for the Future study goes on to point out that the number of households in the United States was 53 million in 1960, and will nearly double, totaling 99 million by the year 2000. Also per capita purchases will more than double, going up from \$1,800 to \$4,000; personal consumption spending will increase more than four times, jumping from \$329 billion to \$1.3 trillion. This should result in equally high increases in future travel and recreation expenditures of all types.

Returning to the Outdoor Recreation Resources Review Commission Reports, these studies indicate that the number of occurrences of outdoor recreation activity is expected to increase by more than 50 percent by 1975 and may well triple by the year 2000. Studies of preference among participants indicate that future demand will be greatest in the following activities: swimming, outdoor games and sports; sightseeing; boating, camping and picnicking. All of these activities are expected to triple include walking for pleasure and nature walks; horseback riding; hiking, and attending outdoor concerts and dramas.

All of the above national trends are of great importance to Alabama and the Greater Lake Area. They foretell the types of recreation that will be in demand in the future, and place certain limiting conditions on the potential recreation complex which may be developed in Alabama and the Greater Lake Area.

Area Assets Favoring Development

The area has two major assets that can be exploited to take advantage of these increasing national demands for outdoor recreation. First and foremost, are the two lakes (totaling about 24,500 acres) to be created by the Logan-Martin and Lock 3 Dams. In general, these lakes will have ample sites along their shorelines suitable for recreation use, although availability of these sites for public use may be severely limited unless immediate steps are taken to protect the public interests. The availability of water suitable for recreation use is of prime importance (in fact, almost a prerequisite in the development of a recreation complex of any substantial size) in attracting potential visitors. As was brought out in the Outdoor Recreation Resources Review Commission Reports, demand for water-oriented recreation activities - swimming, boating, fishing, etc. - is already well ahead of all other types of recreation activities and is expected to become even more dominant in the future.

The location of these lakes close to a major metropolitan area (Birmingham) and on a major highway (U.S. Interstate 20) is the second prime asset possessed by the Greater Lake Area. The importance of this fact is illustrated by the experience of the TVA lakes. For example, each of the ten TVA reservoir lakes which received one million or more recreation visits in 1960 is near one or more major cities, and is reached by major highways. Moreover, each of these reservoirs has ample sites along its shoreline available and suitable for recreation use. The importance of metropolitan Birmingham as a prime market area and its relationship to the Greater Lake Area has already been cited in

the preceding section. At present the nearest major water recreation areas to Birmingham are Lewis Smith Lake, the impounded lakes along the lower Coosa River (Lay, Mitchell and Jordan), Lake Martin, and Lake Guntersville, but none of these are quite as well located or as accessible from Birmingham as will be the Logan-Martin and Lock 3 Dam lakes.

U.S. Interstate 20 crosses the lake area at Riverside and an interchange is provided at this point. As the major, most direct route between Birmingham and Atlanta, Interstate 20 will bring travelers from both of these population centers and points beyond. It should also increase the number of tourists visiting nearby recreation areas, such as the Greater Lake Area, while en route to other primary destinations. According to the Bureau of Public Roads, the average daily vehicle traffic flow along I-20 between Birmingham and the Georgia State line would have ranged between 3,780 to 9,013 "if" the highway had been in existence in 1958. Expected traffic in 1975 indicates a range of from 8,130 to 33,000 vehicles.

Projections of Future Demand for Tourist - Recreation

The future demand for recreation in the Greater Lake Area can only be approximated, due to the lack of a local trend upon which to base such a projection, and the fact that the core of any future recreation development in the area--the two lakes to be created by the Logan-Martin and Lock 3 Dams--are not even scheduled for completion until sometime in 1964. Nevertheless, it is possible to arrive at some estimates of future levels of tourism and recreation activity and their impact by projecting the State travel expenditures data contained

in the Copeland Report, and then estimating the probable share of these expenditures that can be expected to be captured by the Greater Lake Area.

Alabama Projections - The Copeland Report shows that travel expenditures have increased steadily, both nationally and in Alabama, and prospects appear excellent for continued growth in the future. In face, expectations are that the travel and tourist business in the Nation as a whole will at least double by 1980 and probably triple by the year 2000. In Alabama, the average annual rate of growth of the travel business since 1948 has been around $6\frac{1}{2}$ percent. However, in the projections of the State's travel expenditures shown below, it has been assumed that the average annual rate of growth will be somewhat less - about 5 percent - over the projection period, 1962 - 1980. Such a rate is considered conservative in light of past trends in the State, and the expectations of national recreation demand. Hence, the projections probably represent the minimum volume of expenditures expected.

Under the above assumption, Alabama travel expenditures are expected to more than double by 1976, reaching a total of \$560.7 million, compared to the 1961 figure of \$270 million. By 1980, expenditures are expected to be more than $2\frac{1}{2}$ times the 1961 total, or \$681 million. For 1966 the total is estimated at \$344.6 million, and by 1971, expenditures are expected to reach \$437.7 million.

Greater Lake Area Projections - Using the above State projections as a base, similar projections were prepared for the Greater Lake Area as follows: 1966, \$17.6 million; 1971, \$26.4 million; 1976, \$36.4

million; and 1980, \$44.3 million. The assumption underlying these local projections is basically that the Greater Lake Area will capture a gradually increasing share of the State's travel business up until the year 1976 and then level off until the end of the projection period, or by 1980. Its projected share for the initial projection year, 1966, was estimated at 5 percent; this was increased to 6 percent by 1971; further increased to $6\frac{1}{2}$ percent by 1976, and then kept at this percentage for the remainder of the projection period.

Also implied in these assumptions is the ability of local organizations and leadership to effectively exploit the area's two major assets previously cited: (1) the two lakes to be created by the Logan-Martin and Lock 3 Dams and the opportunities which will be present for the developments of new businesses and recreation facilities of substantial variety and magnitude along their shorelines; and (2) proximity to the Birmingham metropolitan area and its present and anticipated population growth.

Impact on Future Employment and Income - However, the significance of these expenditures in the Greater Lake Area is best measured by their capacity to generate employment and income. Table 3 on the following page translates total travel and tourist projected expenditures in the Greater Lake Area in terms of jobs and dollar income.

TABLE 3

ECONOMIC IMPACT OF TOURISM
(1966-1980)

	<u>1966</u>	<u>1971</u>	<u>1976</u>	<u>1980</u>
Sales, Travel-Service Businesses (000) ^{1/}	\$35,200	\$52,800	\$72,800	\$88,600
Personal Income (000) ^{2/}	9,860	14,780	20,380	24,810
Employment (number) ^{3/}	3,200	4,800	6,618	8,054

Assumptions:

- 1/ The Copeland Report indicates that each travel dollar spent in Alabama has generated two dollars of sales and receipts in the travel-serving businesses. This same relationship has been assumed in projecting sales and receipts in the travel-serving businesses for each of the projection years.
- 2/ Alabama State data contained in the Copeland Report show that 28¢ out of each sales dollar in the travel-serving businesses of the State has gone for income payments: payrolls, proprietor's income and rents, dividends and earnings. This ratio has been assumed in projecting personal income for each of the projection years.
- 3/ The Copeland Report shows that for each \$11,000 of sales and receipts in the travel-serving businesses in the State, one job is created. This average has been assumed in deriving employment impact of the travel industry for each of the projection years shown.

ADJUSTMENTS NEEDED TO ACHIEVE RECREATION POTENTIALS

In reviewing the foregoing projections, it should be stressed that these projections are intended as indicators of the level of demand and are not precise predictions. In this sense, they represent the potential demand. To realize this potential, several important improvements or adjustments must be made.

Control over Lake Frontage Development

The study area has no zoning laws or regulations and it is understood that there is no authority for such controls under existing State laws. Consequently, any desired controls over the types and quality of developments along the lake frontage must come through the education and organized action of the landowners themselves.

With reference to the land ownership pattern in the lakes area, the Alabama Power Company owns the lakes up to elevation 465 feet at the Logan-Martin Project and to elevation 509 at the Lock 3 Project which are the pool levels. Flowage easement has been acquired to flood pool elevations. The Company also owns a tract of land consisting of about 1200 acres situated along Kelly Creek near the Logan-Martin Dam plus a few other small holdings as shown on the preliminary development plan (Plate 3). The U.S. Government has tracts of land ranging from 1 to 5 acres located at Locks 1, 2, 3, 4 and 5 on the Coosa River. With few exceptions, the remainder of the lands along the lakeshores are in private ownership.

Although Section 16 in each township is usually reserved for State school lands in Alabama, none of these lands, apparently, are along the

lake frontage. The Overall Economic Development Program for St. Clair County lists only one school land section, namely, Section 16-T14S, R and 2E at Springville School, and this is not in the lakeshore area.

The St. Clair County Rural Areas Development Committee plans to conduct an educational program with landowners for the purpose of securing their cooperation in developing the lake area in accordance with an overall plan aimed at providing the greatest possible economic benefit to the county. It is anticipated that the report of this study team will be used as a guide in the development of the recreation resources of the study area.

In making the selection of proposed public-use areas (outlined in the next section of the report) current land ownership was not taken into account by the study team. Instead these areas were selected on the basis of such factors as general terrain, shoreline accessibility, timber growth, and location in relation to principal highways. It is recognized that if the lakeshore is developed primarily for private use without due consideration for the development of public-use and access areas, much of the economic potential will be lost to the study area.

With reference to the Talladega County side of the two lakes, an on-the-site inspection revealed that much of the lake frontage has already been subdivided and private homes are under construction.

Limited Access Roads

The primary highways leading into the study area are excellent. However, the access roads to the lakeshore are limited. The county roads affected by the lake development have not been relocated and

no plan for such relocation was available. Once the major land use areas are agreed upon, it is essential that adequate access roads be planned and constructed.

Lack of Tourist Attractions

The study area has no major tourist attraction. Likewise, recreation facilities are very limited. The creation of the two new lakes on the Coosa River will give the study area its first chance to become a major participant for a fair share of the tourist dollars spent in Alabama for recreation and travel. If full advantage is to be taken of this opportunity, sizable investments must be made in tourism-recreation facilities and service installations.

Scarcity of Commercial Lodging

The lodging facilities in the study area consists of five utility-type motels with 81 units. Four of these motels are located in Pell City. As the recreation facilities along the lakeshore are developed quality-type accommodations will be required.

PROPOSED DEVELOPMENT AREAS AND FACILITIES

The major potential recreation development areas of St. Clair County are along the shorelines of the two new lakes to be created by the Logan-Martin and Lock 3 Dams. The Logan-Martin Dam is located about three miles from the southeast corner of St. Clair County on the Coosa River and the water above the dam backs up to the Lock 3 Dam, which is about six miles south of the northeast corner of the county. In addition to St. Clair County, the two lakes extend into Talladega, Calhoun, and Etowah Counties.

Both the Logan-Martin and Lock 3 Dams are presently under construction. The contours which represent the pool and flood or easement levels have been staked and a part of the timber has been removed from the taking area. The inaccessibility of much of the shoreline and unfinished clearing of the lakesites prevented a thorough on-the-spot examination of some of the shoreline areas. However, examinations were made on all existing access roads.

The proposed development areas outlined below are a result of information obtained by the on-the-site inspection and through a study of topographical and relief maps. These areas are located in St. Clair County (the study area); however, it should be recognized that there are desirable sites in the other counties bordering the lakes.

It is anticipated that proposed development programs will extend over a ten-year period and in all cases, development plans should take into consideration desirable expansions.

In the development of tourist and recreation facilities in the study area, it should be remembered that deluxe quality accommodations

and services must be provided in order to appeal to the upper income segment of the available market area, particularly Birmingham with its relatively high income status. Also commercial-type accommodations, day-use areas and camping areas must be provided for the general public. The study analysis indicates that the available and projected regional market for tourist and recreation facilities is sufficient to support the following developments in the study area, provided the lakes are properly promoted and advertised and the various enterprises are adequately financed and managed.

One deluxe resort-motel lodge complex

One high quality commercial-type motel

One rustic-type lodge with adjacent primitive area development

Three or more private lodges or family resorts

Commercial marinas with a combined capacity of at least 1,000 slips

One fully developed State or county park

Two trailer park camping areas equipped for handling cross-country trailer camping parties.

In addition to the above developments, frequent public access areas well distributed in relationship to highway and road connections, for such day-use as picnicking and launching of individual boats must be provided if the study area is to receive the full economic benefit from its recreation and tourist development potentials.

COMMERCIAL AREAS

The Resort-Motel lodge Complex (Commercial Area No. 1 - Plate 3)

This area embraces the shoreline between river miles 113 and 117 on the Coosa River, including the confluence of the Choccolocco Creek from the Talladega County side. The total area covers approximately 2000 acres of which about 50 percent is in timber. The terrain is rolling with accessible shorelines, and the water area is wide with favorable sites for marinas and water sports. A 4000 foot air strip is under construction within two miles of the proposed development area. The Pell City Country Club Golf Course joins this air strip tract, and although in poor condition, can be developed into an excellent course; however, it is removed from the resort area.

The following facilities appear to be suitable for inclusion in the resort development:

- * Hotel-motel lodge with 150 rooms, dining room, coffee shop, conference room, gift shop, sporting goods shop, and recreation room.
- * Commercial marina with a minimum of 100 individual slips, and including boat rental, motor repair and service station and related shops.
- * A golf course with challenging design, preferably adjacent to the lakeshore, with the first 9 holes having a lake character, and the back 9 holes blending into the rolling upland countryside.

- * A minimum of 100 individual modern cabins with cooking facilities. These cabins should be under the management of the lodge.
- * Riding stables with a capacity for 25-50 horses, with a bridle path leading into the wooded section with provision for rest stations and service stops.
- * Swimming pool on a terrace adjacent to the lodge.
- * Tennis courts, croquet courts, shuffle board, and other recreation activities for use of guests.
- * Water sports area to be located near the confluence of Choccolocco Creek and removed from the commercial marina.
- * Parking area for 400 cars.

Commercial Motel Complex (Commercial Area No. 2 - Plate 3)

This area is the proposed location of a commercial motel complex. It is accessible situated just south of the Riverside interchange on Interstate 20. The proposed motel will be seen by travelers going East and West on both Interstate 20 and U.S. 78 before they reach the interchange. The central motel should be a quality-type, 100-room development, with associated dining room, conference rooms, craft shops, and swimming pool.

The area to the south of the motel on the lakeshore may be developed as a boat club and commercial marina with club house, sporting goods shop and service center. The marina should have a

minimum of 200 slips for use of private boat owners and rental boats. The commercial area should have parking accommodations for 300 cars.

The area to the north of the motel on the opposite side of I-20 and on both sides of U.S. 78 is designated for development as a public boat launching site. Provisions should be made for accommodating at least 200 cars and boat trailers in the area.

Rustic Lodge and primitive Area (Commercial Area No. 3)

This area includes about 10 miles of Beaver Creek Mountain from the fire lookout tower to the lakeshore, including the Greenport ferry area and the small plot of Federally-owned land at Lock No. 1 on the Coosa. Beaver Creek Mountain, situated between Beaver and Shoal Creek, provides a natural setting for the development of a rustic-type lodge and camp for use of adult and youth groups.

The development should include the following:

1. A rustic lodge, located atop the east end of the mountain overlooking the Greenport Ferry area, with dining room, club and conference rooms, recreation room, gift shops and sleeping accommodations for 500, either in lodge rooms or cottages (without kitchen facilities).
2. Riding stables with a capacity for 50 or more horses.
3. Bridle trails, with rest and way stations, from the lodge area leading to the fire lookout tower.
4. Camping areas for tent, small trailers, and organized groups.

This area should be on the mountain removed from the lodge and cottages and provide space for 200 or more campers.

5. Three areas for picnicking and other day uses.
 - * The area north of Beaver Creek, extending along Beaver Creek and the lakeshore where Greenport is inundated.
 - * The area near Lock No. 1 on the Coosa including the Federally-owned land. This area is on the south side of the mountain.
 - * The fire tower area toward the west end of Beaver Mountain.
6. Nature study trails for educational and recreational purposes.
7. Boat launching sites and picnic tables, fireplaces, water and sanitary facilities in connection with the day-use area.

Private Lodges - Family Resorts (Sites 1, 2 and 3)

The following three locations offer excellent opportunities for development as private lodges or family-type resorts. They are not the only sites suitable for this type of development in the study area, but are specifically referred to as guides in selecting similar development sites as tourist demand may dictate. Lodges or resorts of this type may be developed by fraternal or other types of membership organizations or as facilities catering to the general public. They may include a small lodge building, coffee shop, and rooms and/or cabins for 20 to 40 guests; boat slips, launching ramps, sport shop and service station; rental boats and rental space for boats of members or customers.

Site No. 1 - This site includes all of Tredwell Island and is located at river mile 100.7 and above the Kelley Creek Dam. It is well suited for the development of a private club or a family-type resort.

Site No. 2 - This site is located between river mile 108-112 in the bend of the river below Stemley Bridge and is accessible by county road. It has desirable lakeshore for developing boat landings and other water and land-based facilities.

Site No. 3 - This area is located between river miles 146.5 and 148 at the confluence of the Coosa and Canoe Creek on the northeast corner of Hines Mountain. The roads in this area are to be relocated and the access may be difficult. However, it has excellent potential for development of this type indicated above.

Public-Use Areas

Three public use areas are proposed for development, either by the State, county, or some other public entity. One is proposed as a public park and the other two as camping areas.

Public-Use Area No. 1 - Public Park

This area includes the peninsula lying west of Rabbit Branch at river mile 103 and is well situated for a public-use park, preferable to be owned and operated by the State or county. It consists of approximately 600 acres, mostly wooded, and could be developed for the following principal uses: (1) camping, including both tent and trailer; (2) nature study trails; (3) rental cabins; and (4) boat launching and docking, particularly in the area of the two coves along the lakeshore.

The facilities in the park should include the following:

1. Small administration building and caretaker cabin.
2. An area developed for overnight campers, with separate areas for tents, small trailer and organized groups. This area should be provided with water and sanitation facilities and a minimum of 150 campsites. It should also be removed from any picnic areas.
3. About 50 to 100 rustic rental cabins to be located on the cove area of the peninsula. The cabins should be modern with kitchen facilities to accommodate families who visit the lake and do not care to "camp out." There should be launching areas near the cabins for those who have fishing or pleasure boats.

In the detailed plan for this proposed park, the separate use area should be clearly determined. This preliminary plan does not provide for picnicking areas since it is advisable to keep them separated from camping, cottage and lodge areas. If it is decided to include picnicking areas in the park, they should be well removed from the other use areas.

Public-Use Areas No. 2 and 3 - Camping Areas

These areas are suitable for two camping developments. The facilities to be provided in each of these camping areas should include water, toilets, power connections, and boat launching ramps. Each of the areas should have a minimum of 200 campsites. In planning for the developments, provisions should be made for separate areas for tents, small trailers and organized groups.

Area No. 2 is situated along both sides of Fishing Creek at the confluence of the Coosa. It has reasonably good access over county roads from Pell City connecting with U.S. 78 and 231, and also Interstate 20. The Alabama Power Company owns approximately 400 acres in this area. These are located in the vicinity of river mile 119.4.

Area No. 3 is situated in the bend of the Coosa about 5 miles south of Ragland between river miles 136-138. The site has good access via county roads. The terrain is rolling and the lakeshore accessible.

These two camping areas, along with those proposed for the public park and for the Beaver Mountain lodge development should be sufficient to accommodate approximately 750 camping parties.

Public Access Areas

One of the most important factors governing the extent of recreation benefits to be derived from the utilization of the lake resources is the development of public access areas. Because of the preponderance of privately-owned land along the lakeshores in the study area, every available opportunity must be taken to develop public access areas; otherwise much of the recreational value of the lakes will be lost.

Three types of public access of day-use areas are proposed:

1. Boat launching ramps with adequate parking for cars and trailers.
2. Picnic areas with sanitation facilities, running water for drinking, tables, fireplaces, playgrounds, parking areas, etc.
3. Areas with combined facilities and service provided in one and two above.

There are small acreages of Federally-owned land, ranging between one and five acres, that will remain above power pools at Locks 1, 2, 3, 4 and 5. These areas will be accessible by road and should be developed as public access areas.

Fortunately, the Alabama Department of Conservation through its Division of Game and Fish has a program to construct public access areas on lakes and rivers to assure permanent utilization of such waters by the public. The local interest group must furnish, at no cost to the Department, title to such lands for access development.

Chandler Mountain

Chandler Mountain in the northwest corner of St. Clair County offers some excellent opportunities for recreation development of the non-water-oriented type. It consists of a fertile plateau about 8 miles long and 3 miles wide dotted with picturesque rock formations, overhanging cliffs, timbered areas, scenic overlooks, and other interesting sites. Situated at the west tip of the plateau, more than 1,000 feet above the surrounding coves, is the fantastic "Horse Pens 40," a rapidly developing tourist attraction and recreation development. It gets its name from the sculptured pens nature has carved in the rock formations. These were first used by the Creek Indians to corral their horses, and later by John Wyatt, when he came to Chandler Mountain late in the 19th Century. Among the attractions are tours through the fantastic rock formations, an arts and crafts festival, horseback riding, camping, folk singing, and dinners "down on the farm." The enterprise

at Horse Pens 40 has experienced management and excellent press relations. However, development funds and space are limited.

On the northwest slope of Chandler Mountain is Camp Sumatanga, a beautiful lodge owned and operated by the Methodist Church. Present accommodations are sufficient for 500 guests and plans are underway for additional space to accommodate another 500 people. This is a beautiful camp area, consisting of 1,250 acres of land and a 50 acre lake, which provides excellent boating and fishing.

Chandler Mountain is easily reached via U.S. Highways 11 and 231 and Interstate 59, with an interchange at Steel, Alabama, the southwest approach to the mountain.

There are many sites on the mountain that could be developed into excellent day-use areas for picnicking and outings.

Non-Recreation Areas

Industrial Sites

The potential industrial sites shown on Plate 3 were selected by a representative of the Industrial Operations Office of the Area Redevelopment Administration in cooperation with the Industrial Committee of the study area. Perhaps the most promising site is the 1,200 acre tract of land owned by the Alabama Power Company along Kelley Creek adjacent to the Logan-Martin Dam.

Rural Shopping Area

The resort, commercial motel and mountain lodge developments are expected to provide shops where guests may purchase sporting goods,

cameras, and other supplies and equipment as well as arts and crafts. In addition, there should be at least one shopping center in the east central part of the study area where general travelers and tourists may purchase needed supplies and services. The Ragland area may serve as such a center.

Estimated Cost of Typical Developments,
Excluding Cost of Land and Roads

It is not possible to estimate cost without the specifications for the building complex to be developed. However, estimated cost of some typical developments, such as those being proposed for the study area, are given below for the purpose of illustrating the magnitude of the funds necessary to activate a recreation-tourism program.

1. Resort hotel-motel development (excluding land and utilities)	
* Lodge, 100 rooms @ \$12,500 per room	\$1,250,000
* Golf course, 18 holes @ \$10,000 per hole, plus site preparation (\$25,000) and pro shop (\$20,000).	225,000
* Tennis courts, 4 @ \$3,500 per court	15,000
* Swimming pool	75,000
* Marina - 150 boats	150,000
* Riding stables, 50 horses	15,000
* Cabins (100 - 2-bedroom) @ \$10,000 each	100,000
* Bridle tracts (2 miles) and relay station	10,000

* Parking, 400 cars @ \$50 per space	20,000
* Water sports landing area	<u>25,000</u>
	\$1,885,000

2. Family-type resort

* Administration building including sales rooms space for gift shop and supplies and lunch counter	\$ 30,000
* Cabins or motel rooms, 30 @ \$6,000 each	180,000
* Slips for 20 boats @ \$500 per slip	10,000
* Waterfront improvement for docking small boats, etc.	5,000
* Residence for owner or operator	15,000
* Service building - repairs and gas service	6,000
* Well, pump, tank and septic tank	3,000
* Rental boats and motors in accordance with demand may be added.	<u> --</u>
	\$249,000

3. Commercial marina for yacht and boat club (excluding land and utilities)

* Dredging and site preparation	\$30,000
* Bulkhead pier, to be initially constructed with 50 slips	30,000
* Basin lift - storage for 50 boats	10,000

* 100 additional slips	\$ 40,000
* Winter quarters - 100 slips	125,000
* Club house, kitchen, dining room, lounge, and meeting room	100,000
* Parking for 300 cars	<u>10,000</u>
	\$345,000

4. Lodges or inns which cater to organized groups or parties

* Main lodge with kitchen, dining room, recreation room, lounge, conference room, storage, and lavatory facilities	\$150,000
* 100-room, 2-story type motel	500,000
* Employee quarters	40,000
* Riding stables - 50 horses	15,000
* Bridle trail - 2 mile and rest station	10,000
* Parking for 100 cars	5,000
* Caretakers cottage and service building	<u>15,000</u>
	\$735,000

5. Regular commercial-type motel-hotel

The cost of this type of facility varies with the class or quality desired. The range in cost per unit of three classes of motels, each with main building (containing dining room, office, lounge, and conference room for parties up to 100 persons) is as follows:

Deluxe type - per unit	\$10,000 to \$15,000 and up
Commerical type - per unit	\$ 6,000 to \$10,000
Utility type - per unit	\$ 4,000 to \$ 6,000

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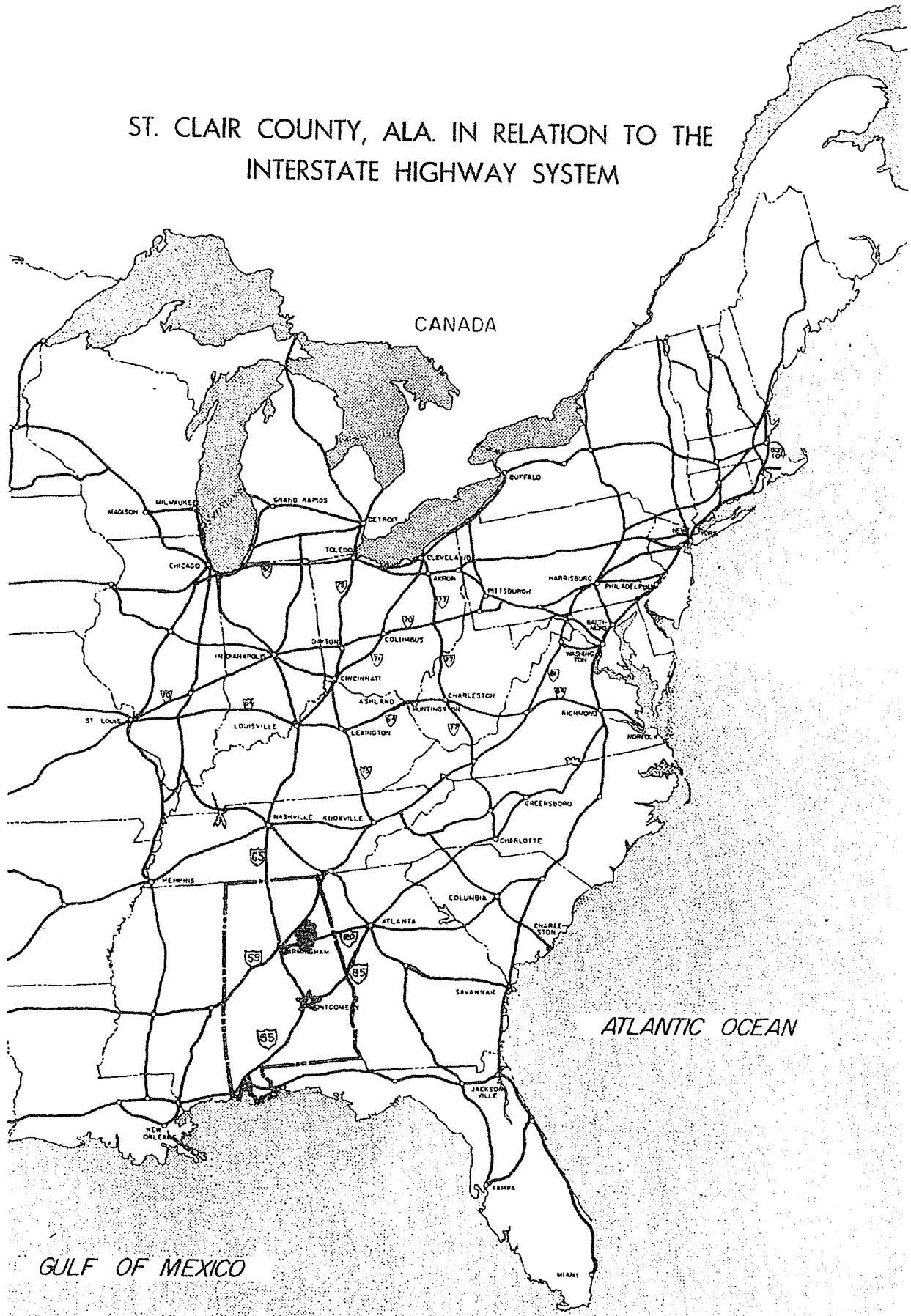
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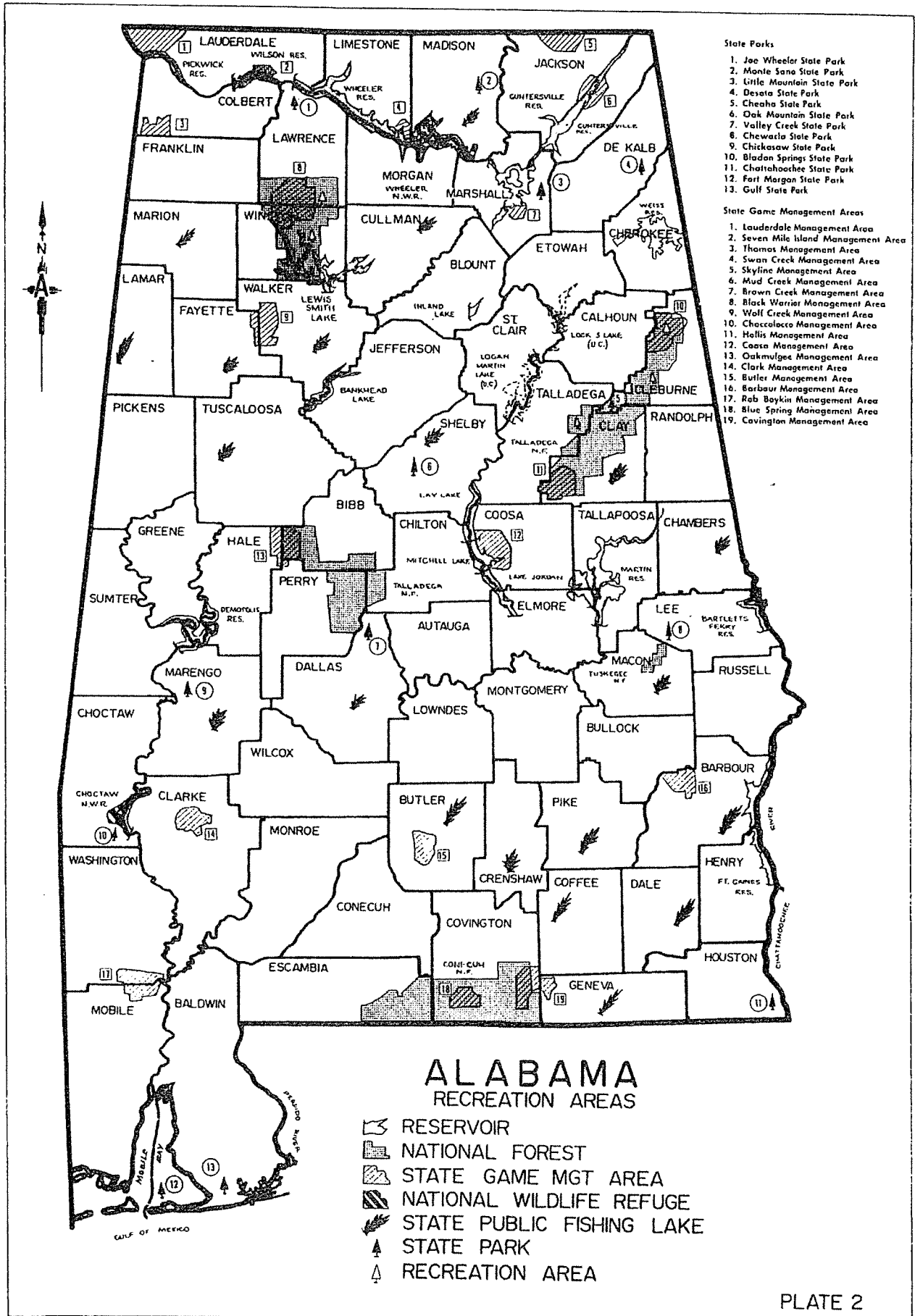
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ST. CLAIR COUNTY, ALA. IN RELATION TO THE
INTERSTATE HIGHWAY SYSTEM



GULF OF MEXICO

ATLANTIC OCEAN



P-1-24

PRELIMINARY RECREATIONAL DEVELOPMENT PLAN

FOR ST. CLAIR COUNTY ALABAMA

