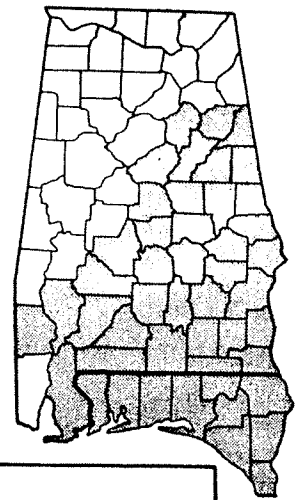


COMMUNITY DATA



Prepared By:

Industrial Development Division
Alabama Electric Cooperative, Inc.

COMMUNITY	Pell City	COUNTY	St. Clair	STATE	Alabama
February 17, 1981					

LOCATION — Distance From:

Birmingham, Ala.	33	New York, N.Y.	963
Mobile, Ala.	271	Chicago, Ill.	700
Atlanta, Ga.	122	Los Angeles, Calif.	2135
Tampa, Fla.	518	Jacksonville, Fla.	396

POPULATION

	1970	1960	1950
County	27,956	25,388	26,687
City	5,381	4,165	1,189

CLIMATE

Mean Temperature: Annual 62.0° Jan. 38.0°
 July 79.0° Average Rainfall 68.0 Inches
 Altitude above mean sea level 567'
 Length of Growing Season 230 days

CHURCHES

Churches (Number): Protestant 18
 Catholic 1 Jewish _____

FINANCIAL INSTITUTIONS

Banks:
 Number 2 Total Assets \$47,846,000
 Savings and Loan Associations:
 Number 1 Total Assets \$25,827,555

SCHOOLS AND COLLEGES

Type	No.	Teachers	Students
Elementary	3	64	1,500
Junior High	1	31	775
High School	1	31	675
Private & Parochial	_____	_____	_____
Vo-Tech	3 within 35 miles		
College & Univ.	9 within 35 miles		

Number of High School Graduates _____

MEDICAL

Hospitals — Number 1 Beds 82
 Clinics — Number _____ Beds _____
 Doctors 7 Dentists 6

RECREATION

Auto Race Track	1	Skating Rink	1
Bowling	_____	Ball Field	3
Country Club	_____	Swimming Pool	2
Indoor Movie	1	Tennis Court	6
Outdoor Movie	_____	Golf Course	2
YMCA	_____	Amateur Theatre	1
YWCA	_____	Library	1
Auditorium	_____	Civic Center	_____
Coliseum	_____		

Parks _____

TRANSPORTATION

Railroads:

Name Southern Railway (Amtrac)

Piggy-back or TOFC Facilities (X) Yes () No

Frequency of Switching Service Daily

Highways Serving Community:

Federal I-20, 78, 231 State 34, 174

Other I-59 (23 miles)

Motor Freight:

Name	Terminal Facilities (or miles to nearest)
ABF	Birmingham
Barnes	Birmingham
Campbells 66	Anniston
Consolidated	Birmingham
Cummings	Anniston
Floyd & Beasley CHE	Sycamore Anniston
Ross Neely	Birmingham
Air: North Alabama	Sylacauga
Nearest Airport	<u>St. Clair Cty. Airport</u>
Runway Length	<u>4200'</u> Surface <u>Paved</u>
Commercial Service	<u>Birmingham Municipal</u>

Bus Service: Greyhound, Trailways

Parcel Service: UPS

Waterways:

Nearest navigable waterway and channel depth:
Coosa River - 9' (proposed)

Port Facilities: Birmingham port

TAXES

Ad Valorem Tax Assessment Rates:

All property of utilities	<u>30</u> %
All property not elsewhere classified	<u>20</u> %
All agricultural, residential and forest property	<u>10</u> %

Millage Rates Ad Valorem Taxes:

State of Alabama

General Fund	<u>2.5</u> Mills
School Fund	<u>3.0</u> Mills
Veterans	<u>1.0</u> Mills
	<u> </u> Mills
Total	<u>6.5</u> Mills

St. Clair County

General Fund	<u>6.0</u> Mills
School Fund	<u>10.5</u> Mills
Road & Bridge	<u>3.0</u> Mills
Hospital	<u>4.0</u> Mills
District School	<u>3.0</u> Mills
Reappraisal	<u>2.0</u> Mills
	<u> </u> Mills
Total	<u>28.5</u> Mills

City of Pell City

General Fund	<u>5.0</u> Mills
School Fund	<u> </u> Mills
	<u> </u> Mills
Total	<u>5.0</u> Mills

Local Non-Property:

Type	City	County
Retail Sales	<u>2%</u>	<u> </u>
Income	<u> </u>	<u> </u>

State Taxes:

Type	Rate	Type	Rate
Corporate	<u>5%</u>	Retail Sales	<u>4%</u>
Gasoline	<u>11¢/gal.</u>	Individual Income	<u>1.5 - 5%</u>

Total ad valorem tax: (state, county and city)
40.0 Mills per \$1.00 or \$ 4.00 per \$100 of assessed property valuation. Note: Companies financing plant construction and equipment through Industrial Revenue Bond issues may be exempt from all ad valorem taxes for the entire period of bond amortization. When private financing is used, Alabama law permits up to 10-year exemptions on State, County and City property taxes except those taxes pertaining to schools.

COMMUNICATIONS

Newspaper(s) Birmingham News, St. Clair
News - Aegis, The Daily Home

Daily (1) Weekly (2)

Radio Station(s) WFHF

Television Station(s) Anniston - 1, Birmingham -3

Distance to Station(s) 35 miles

Cable Television yes Channels 10

Telephone Service Continental Telephone

Telegraph Service Western Union

Post Office 1st (Class)

GOVERNMENT

Type of Municipal Government Mayor/Council

Police Department:

Total Personnel 19 Patrol Cars 6

Fire Department:

Personnel: Full Time 7 Volunteer 25

Equipment 3 trucks

Fire Insurance Rating 7

Zoning Regulation: Yes (X) No ()

Planning Commission: Yes (X) No ()

MAJOR COUNTY RESOURCES

Minerals Produced Cement, coal, clays, stone

Timber Types Oak, Pine

Major Agricultural Products Broilers, vegetables,
cattle, eggs, milk

UTILITIES AND SERVICES

Electricity:

Name of Power Supplier(s) Alabama Power Co.

Name of Power Distributor(s) Alabama Power Co.,
Coosa Valley Electric Coop.

Water:

Name of Utility Pell City Utilities

Source Wells

Capacity of Plant 1,850 GPM

Average Daily Consumption 1,584,000 GAL

Peak Consumption 2,016,000 GAL

Storage Capacity 1,500,000 GAL

Natural Gas:

Name of Supplier(s) Southern Natural Gas

Name of Distributor(s) Pell City Utilities

Fuel Oils, Available Where Locally

Coal, Available Where Birmingham

LP Gas, Available Where Locally

Sanitary Sewer yes Coverage 60 %

Storm Sewer yes Coverage 70 %

Treatment Plant: Type Primary and secondary

Capacity 450,000 GPD Present Load 100 %

Solid Waste Disposal Sanitary Landfill

LABOR ANALYSIS— COUNTY

Civilian Labor Force 371,350 *

Manufacturing 70,610

Transportation, Communications, Utilities 28,380

Wholesale & Retail Trade 84,890

Services 63,290

Date March 1979

Additional Manpower Information Available Upon Request.

* Figures for Jefferson, Shelby, St. Clair Walker Counties

HOUSING

Average Monthly Rental:

2 Bedroom House	N/A
3 Bedroom House	\$305-\$390
1 Bedroom Apartment	\$175
2 Bedroom Apartment	\$225

Average Purchase Price:

2 Bedroom House	\$29,145
3 Bedroom House	\$46,717

Number of Hotels _____ Total Rooms _____

Number of Motels 3 Total Rooms 904**RETAIL BUSINESS—COUNTY (000)**

1973	\$41,163
1974	\$44,634
1975	\$52,087
1976	\$65,753
1977	\$74,776
1978	\$94,879
1979	\$107,685
1980	

MAJOR INDUSTRIES

Name	Product	Employees	Year Established Here
Avondale Mills, Inc.	Fabric	351-450	
Dowzer Electric	Oil filled transformers	76-100	1979
Brandt Manufacturing	Coin handling and currency counting machines	51-75	1973
Riverside Clay Co.	Clay refractory	51-75	
Blue Giant Equip. Co.	Materials handling equip.	41-50	1978
Medline Industries	Hospital garments, cubicle curtains	41-50	1977
Frost Plastics Corp	CPVC hot/cold tubing	31-40	1971
Universal Industrial Fabric	Steel Fabrications	31-40	1972
Vollrath Refrig. Inc.	Walk-in freezers, and coolers	31-40	1977

For Further Information Contact:

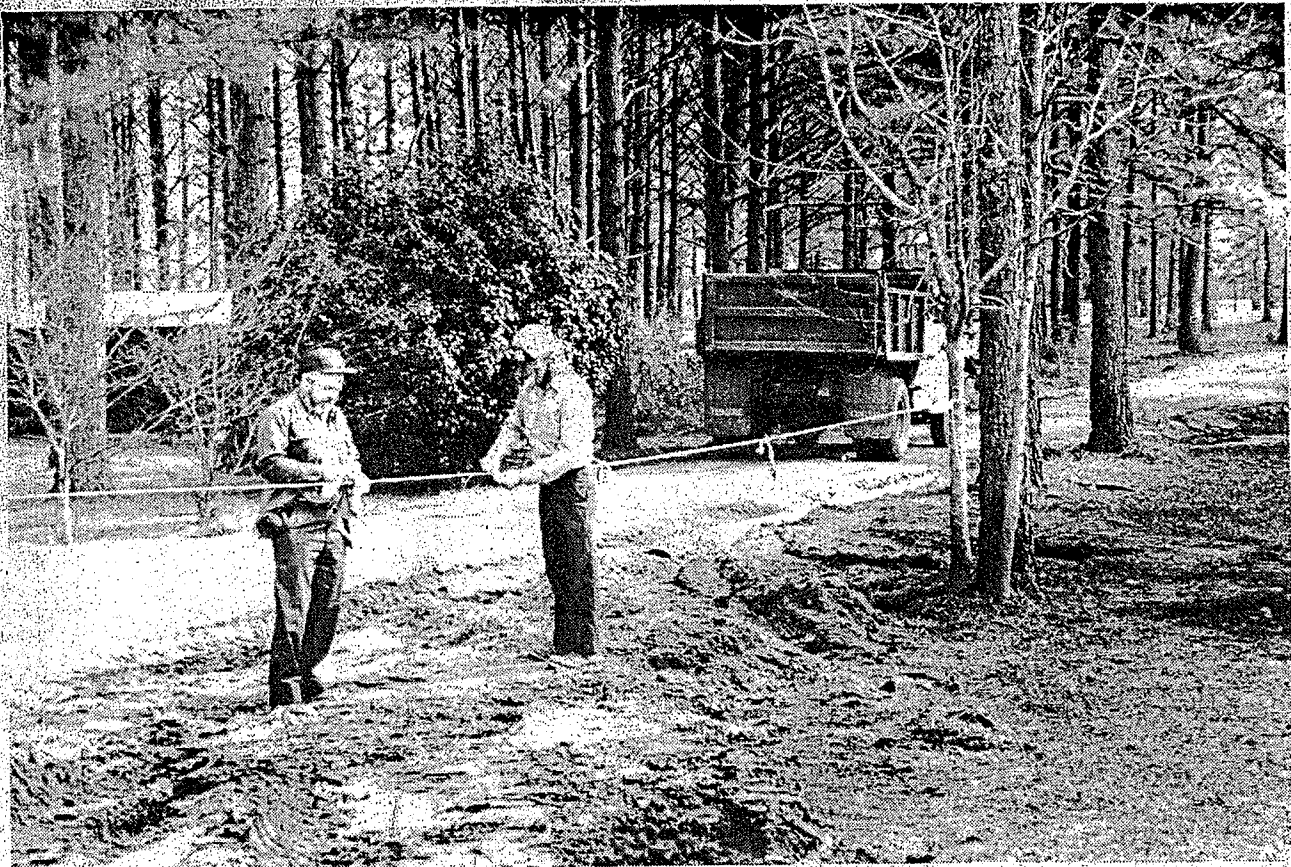
Industrial Development Division
Alabama Electric Cooperative, Inc.



P.O. Box 550
Andalusia, Alabama 36420
205-222-2571

OR

Honorable Hugh H. Williamson
Mayor of Pell City
1905 1st Ave., N.
Pell City, Ala. 35125
205-338-2244



Pell City Street Department workers W.B. Hollis and James Barber mark off an area where they are laying pipe to alleviate a drainage problem. On Monday, 10th Street resident Stella

the area off an alley behind her house was filled with standing water which created a hazard when mosquitoes gather. Another problem she mentioned sewage from a nearby meat

processing plant, was referred to the Alabama Water Improvement Commission by the St. Clair County Health Department. (Arrol Sheehan photo)

City crews begin work on PC drainage problem

By ARROL SHEEHAN

PELL CITY — City street crews already have begun work on a drainage problem a 19th Street resident brought before the City Council of Pell City just Monday evening.

Stella Carroll said water has been backed up behind her house, which is near the intersection of U.S. 231 and is down the hill from the Francis Street duplexes.

Mrs. Carroll said Wednesday the men were working to place tile pipes in the alley behind her house and added they had dug a ditch to get rid of standing water.

During the summer, Mrs. Carroll explained at the meeting, mosquitoes gathered when the water collected, and neighborhood children would even swim there. The backed up water also left her yard extremely wet, which interfered with the field lines for her septic tank.

City garbage trucks had increased the problem by driving down from Francis Street and making ruts near a trash dumpster.

Street department employee W.B. Hollis said he and other city workers had dug a ditch which would empty into a pond near there. They also put up markers to warn drivers not to run

into the new ditch and plan to chert the road.

Other neighbors said they were pleased that the city had picked up brush and stumps in the alley behind their houses recently.

When asked about the work, Mrs. Carroll said she was glad it had been done, but still was planning to have the large pine trees in her back yard cut down to help the yard dry out.

Another complaint she had made at the meeting was that water in a ditch from a nearby meat processing plant was polluted with blood and raw sewage on slaughter days.

Although the ditch was running clear when inspected Tuesday, Mrs. Carroll said the odor of grease and discharge is often "terrible."

Mayor Hugh Hardy Williamson said, "The seepage is something the Health Department has to enforce. The problem is they had to get a special permit from them. I don't think we could authorize it."

Registered Sanitarian Terry Young of the St. Clair County Health Department said he had received complaints about the plant in the past, but had referred the question to the Alabama Water Improvement Commission.

Young said that Engineer Larry Bryant had been in charge of the investigation, but had resigned.

An AWIC spokesman said Engineer Rodney Haynes was in charge of the St. Clair County area but would be out of town until Friday.

By micro-film

Records preserved

Some 2,500 feet of micro-film containing 35,000 pages of courthouse records has been obtained free of charge by the St. Clair County Probate Office thanks to the generous efforts of the Church of Christ of Latter Day Saints (Mormons).

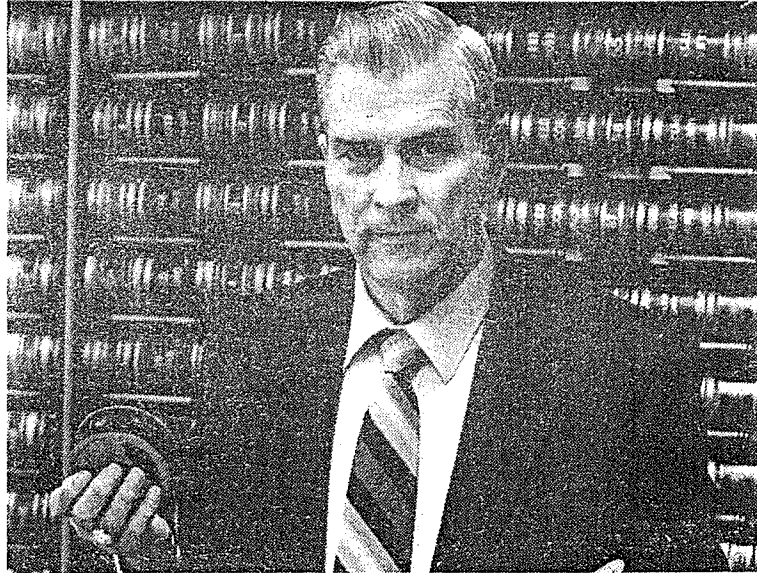
In 1979 Mormons were in the county copying courthouse records for their extensive genealogical library in Salt Lake, Utah.

St. Clair County Probate Judge Wallace Wyatt said the group agreed to furnish the county copies of the records which they

copied including over 17,000 exposures covering deeds, deed indexes, marriage records, orphans court minutes, estate ledger and superior court minutes - mostly prior to the 1930's.

Wyatt said his office received the micro-film copies late last year.

The films are being held in the probate office until a reader-printer can be secured and someone trained to operate the equipment which Wyatt hopes will one day be set up in the courthouse.



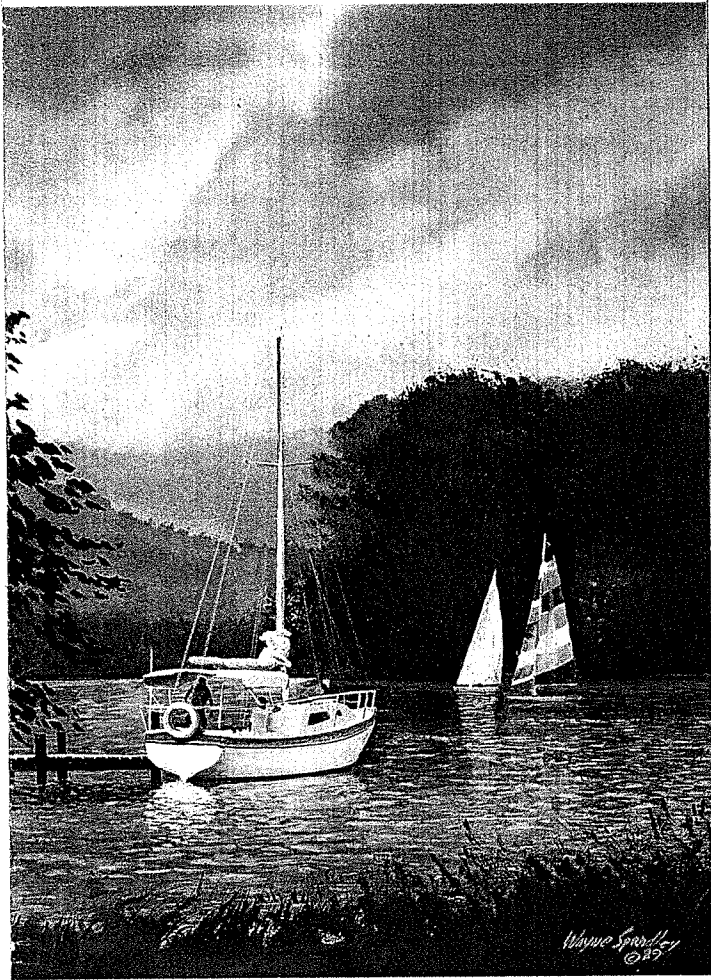
Wyatt displays micro-film

St. Clair County Probate Judge Wallace Wyatt displays two rolls of the 2,500 feet of micro-film containing some 35,000 pages of courthouse records. (News-Aegis photo by Wayne Ruple)

Darby Tire Co.

Pell City

Alabama

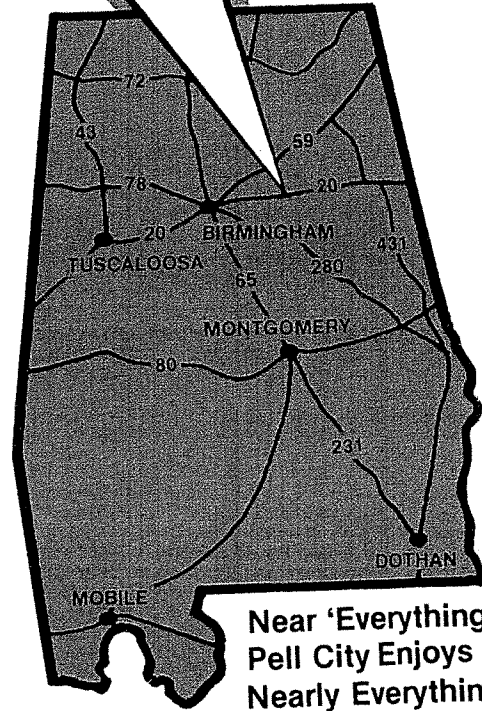
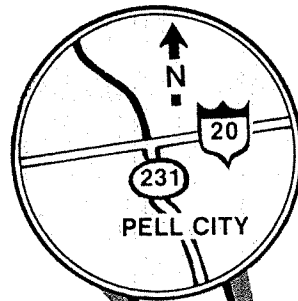
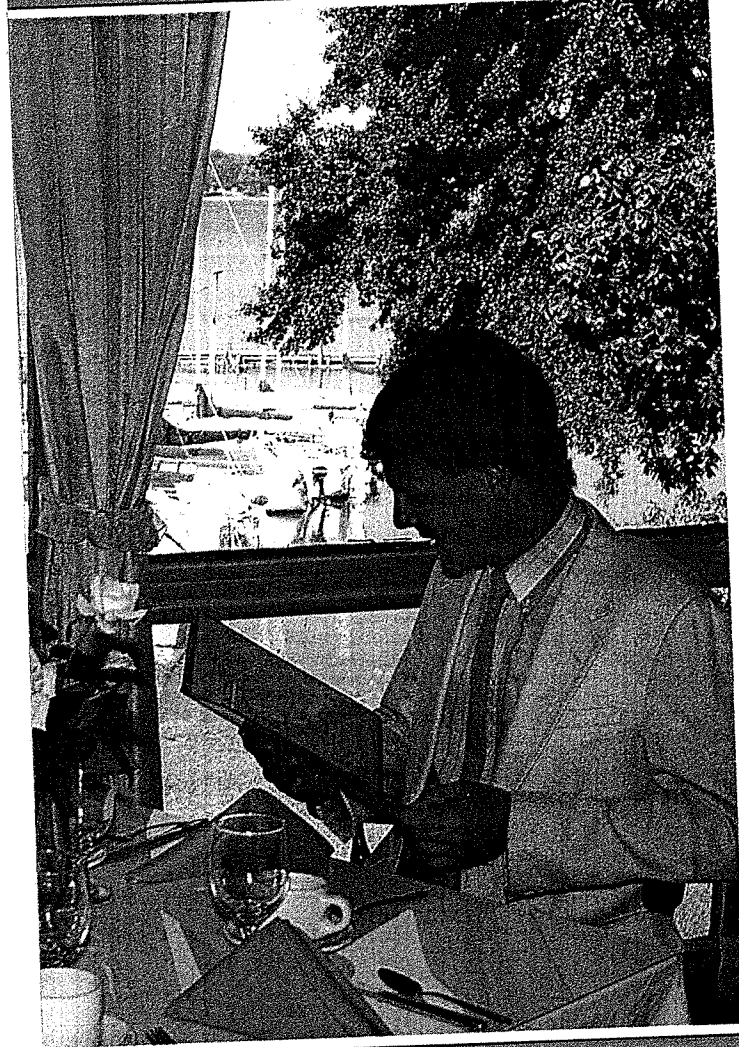




Gateway to Logan



Gateway to Logan Martin...Lake of a



**Near 'Everything',
Pell City Enjoys
Nearly Everything**

Pell City's 8,000 permanent residents enjoy nearly everything because they're near everything - 1.1 million others for company within an hour's drive... one-fourth of Alabama's 1.5 million jobs and 65,000 businesses... Anniston and Birmingham 30 minutes away, Atlanta, Chattanooga, Huntsville and Montgomery two hours and Florida four hours... Two industrial parks of its own with interstate and railroad access... its own airport with a 4200-foot runway and round-the-clock services and one of the nation's major commercial airports only 30 minutes away... enjoying easy access to Birmingham, the population, cultural, entertainment, transportation and medical center of Alabama... yet relaxed in the knowledge that a beautiful lake laps at Pell City's shores and Alabama's highest peak, Mt. Cheaha stands serene an easy drive east.

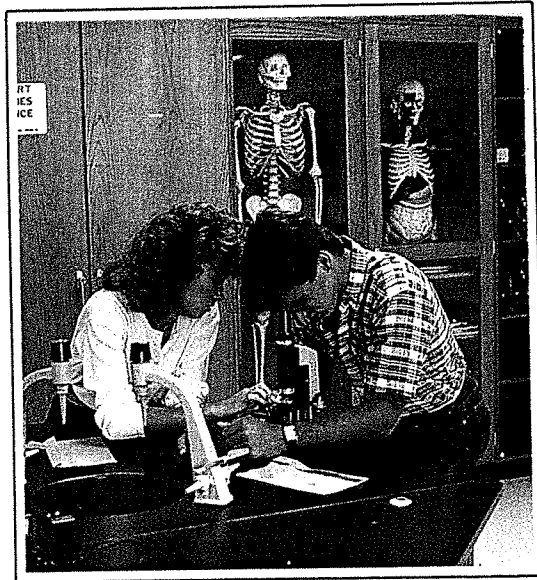
Martin...Lake of a Thousand Coves.

All Walks of Life Found in Pell City

People who relocate in Pell City come from all walks of life, from around the nation and across the seas. Rapidly developing here are a medical colony (Birmingham doctors whose weekend retreats become permanent homes) and an artists' colony. Many people whose parents and grandparents have called Pell City home since the 1800's — people like Wayne Spradley, an internationally acclaimed watercolorist whose painting, "Sunset Cove" is featured on the facing of this brochure.

Rich and Varied Lifestyles

On lake, 2,000-square foot homes average \$120,000, off-lake \$80,000, sheltering people whose lives center around the more than 30 churches of at least eight denominations . . . a City school system consisting of 3 elementary, one junior high and one high school, from which one-half of its graduates go on to higher education. The high school has a 20:1 pupil-teacher ratio, modern facilities, a highly successful sports, music and extra-curricular program — and the latest ACT composite score averaged 19.0 — above the state and national average. Within 50 miles of 11 colleges and universities and seven vo-tech schools. Residents are ministered to by a public library and by a hospital, offering family, internal and nuclear medicine, general and orthopedic surgery, psychiatry, physical therapy, pediatrics, obstetrics, gastroenterology, neurology, cardiology, urology and intensive, cardiac and progressive care. Four newspapers compete for readership, there's local cable television featuring fifteen channels, a radio station, and telecommunications services are as modern as any in the world. General and specialized shops abound with even greater abundance in nearby Birmingham and Anniston.



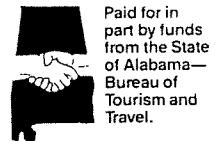
Lots Going On In And Around Pell City

Seasonal events — SUMMERFEST and nearby car and horse racing. Year-round . . . fishing, sailing, skiing, camping, hunting, pontooning, picnicking, hiking. Family fun but also fun for the rugged individualist. That's Pell City.

For more information **Greater Pell City Chamber of Commerce** is located in the Pell City Civic Center near the lake.

Pell City Alabama

PELL CITY CHAMBER OF COMMERCE
P. O. BOX 1056 • PELL CITY, ALABAMA 35125
(205) 338-3377



Paid for in part by funds from the State of Alabama—Bureau of Tourism and Travel.

Paid for in
part by funds
from the State
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Travel.

Pell City Alabama

**Come Visit! Come Stay!
Come Work! Come Play!**



All Walks of Life Recreation And Entertainment

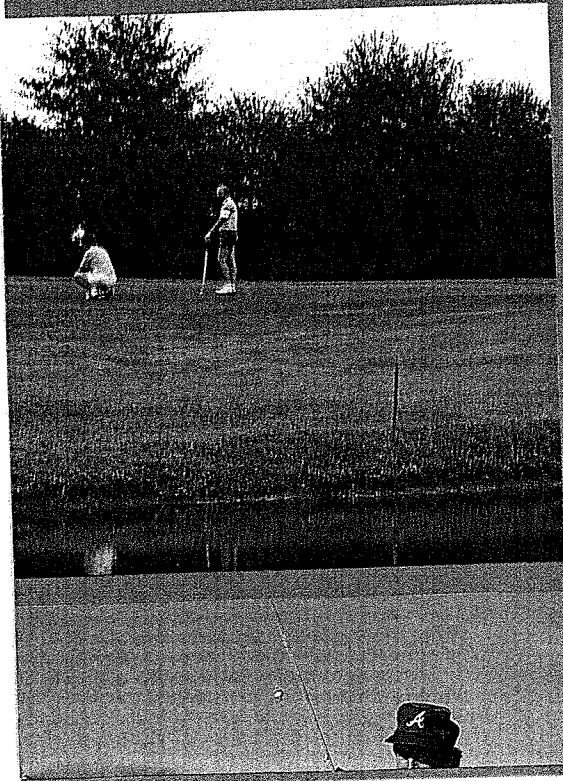
A 275-mile shoreline, carved in coves, captures an 18,000-acre Logan Martin Lake — coves of every size, shape and "personality"



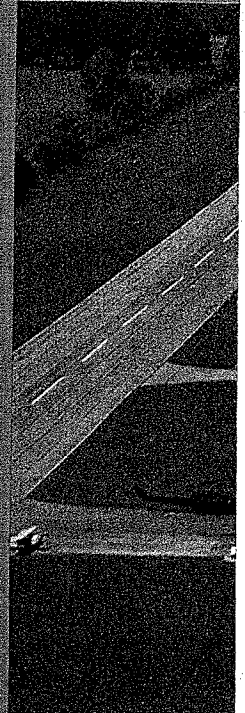
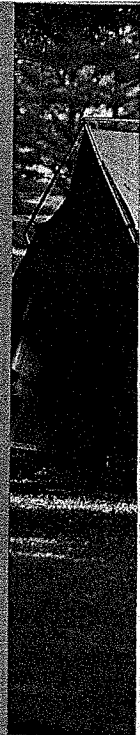
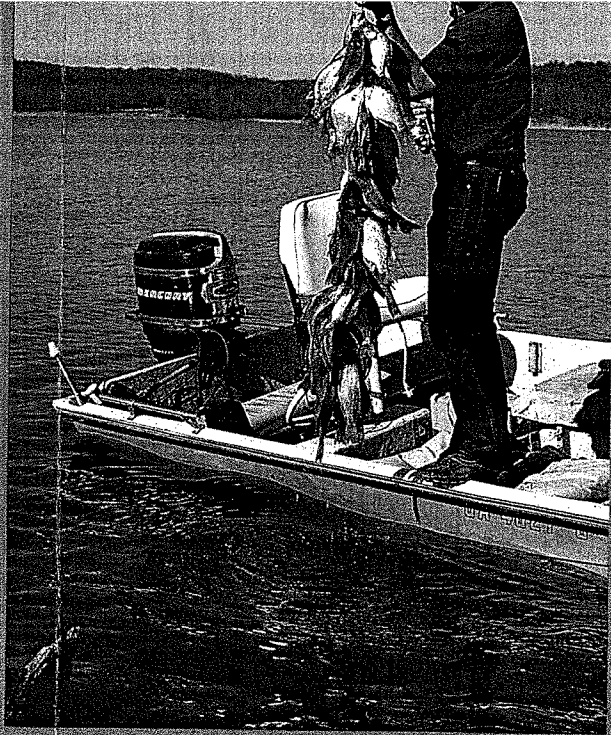
Paid for in part by funds from the State of Alabama—Bureau of Tourism and Travel.

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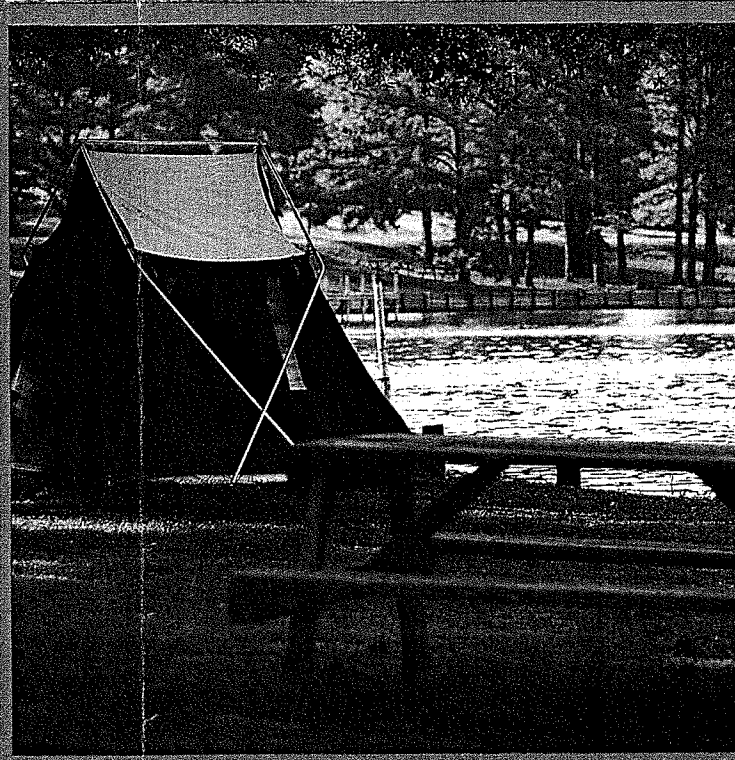
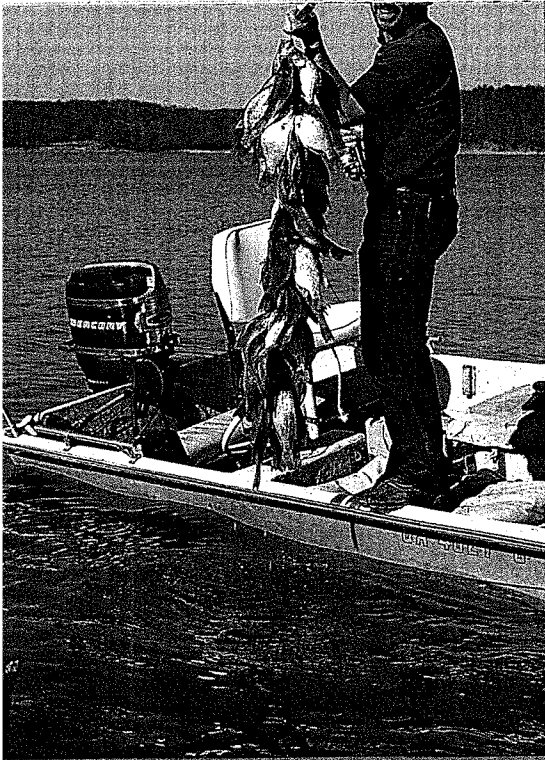
History of Birmingham and Division



wading, meditating,) . . . some isolated, some populated, no two alike . . . and open water for boats, bass boats, inboards, pontoons, with tiny islands seeming to float. Man-made delights include a 70-acre waterfront park, civic center and two recreation centers, swimming pools, a 9-hole public golf course and an 18-hole private championship course, lighted baseball and softball fields and tennis courts, dozens of restaurants (and 5 motels) a twin movie theatre, 10 marinas, 10 lakeside campgrounds, 4 mobile home parks, boat and motor rentals, bait shops and marine stores – not to mention the world famous Talladega International Motor Speedway, 15 miles away. And nearby, Birmingham's new thoroughbred racing track, the inspiration for horse breeding and training facilities – stables beginning to dot the countryside.

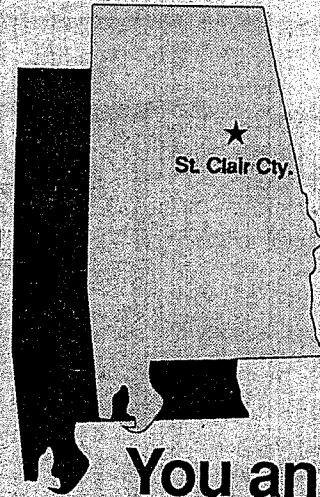


Gateway to Logan Martin...Lake of a



Martin...Lake of a Thousand Coves.

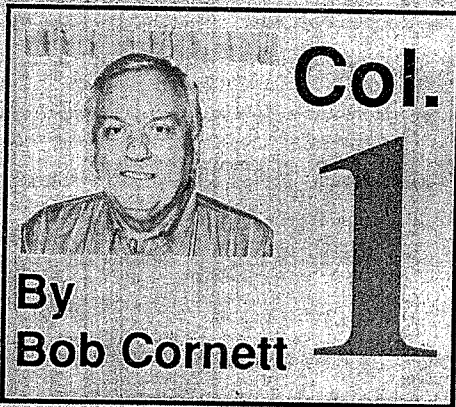
GOOD NEWS



NE

Good News About You and Your Neigh

Vol. 1 No. 8



Col. **1**

By Bob Cornett

Highway 231 South— Four-Laning Ra Growth Expect

I was reading recently that Tim Reid, the TV actor, and his beautiful wife are starting another series, this one called "Snoops," following the cancellation of their last series, "Frank's Place," the setting for which supposedly was New Orleans.

If you recall, "Frank's Place" was a little restaurant in New Orleans which Tim's character had inherited from an uncle or something. I thought it was a good show, but what do I know?

Anyway, it started me thinking that there have been several shows over the years with New Orleans settings which got cancelled pretty quickly. New Orleans being my favorite place in the world, I have to wonder if maybe the reason none of the shows has been successful is that they haven't found the right place yet.

Well, if Hollywood is listening, I think I have just the place that would make the perfect setting for a ratings-winner show. It's a cozy little bar on St. Phillips St. in the French Market area, called The Heartbreak.

You meet the nicest people at The Heartbreak. Such as Owner John, a seegar-chomping former Chicagoan who can usually be found on the bar stool nearest the TV set, watching his beloved Cubbies wage mortal combat with their assorted National League enemies.

Or the exotic Tara, a winsome barmaid

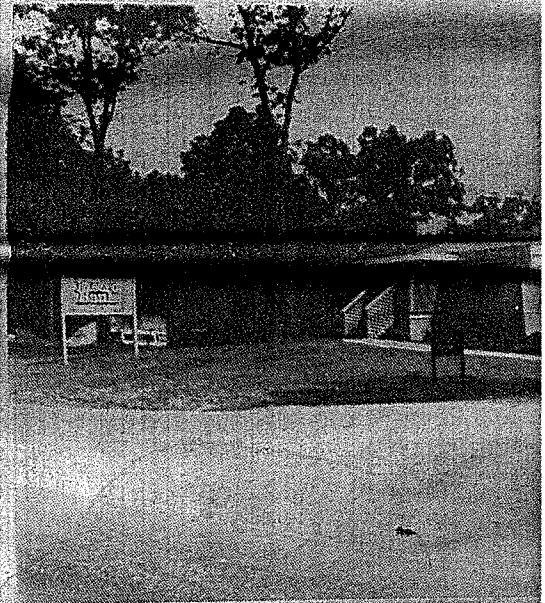
That Pell City is a town on the grow is not the hottest news item of the decade, but it is an unarguable fact. And the direction it seems to be taking now is down Highway 231 South.

The old highway is all abustle with activity these days, what with the construction of Contel's new Gulf Division Headquarters—the biggest plant ever to fall into Pell City's lap—underway. And just in the next city blocks, Ray Cox's new Metro Bank construction seems to be rolling along.

Add to that the new sewer lines scheduled for that area and—something that might have slipped your mind—the scheduled four-laning (actually five lanes counting the turn lane) of 231 from I-20 to the Highway 34 Cropwell intersection, and it doesn't take a genius to see that the potential for a commercial boom definitely exists.

Mayor Lawrence Fields, who knows as well as anyone that the beginning of major highway construction often proceeds at a snail's pace, reports that, "As far as I know now the State Highway Department has that 231 four-laning on the drawing board for sometime next year."

And, of course, if you have lived around here for any length of time, you have heard rumors on top of rumors for years now about shopping centers springing up on 231. Asked if anything sees definite now along those



New Metro Bank construction on schedule.



Highway 231 South—

Four-Laning Raises Growth Expectations

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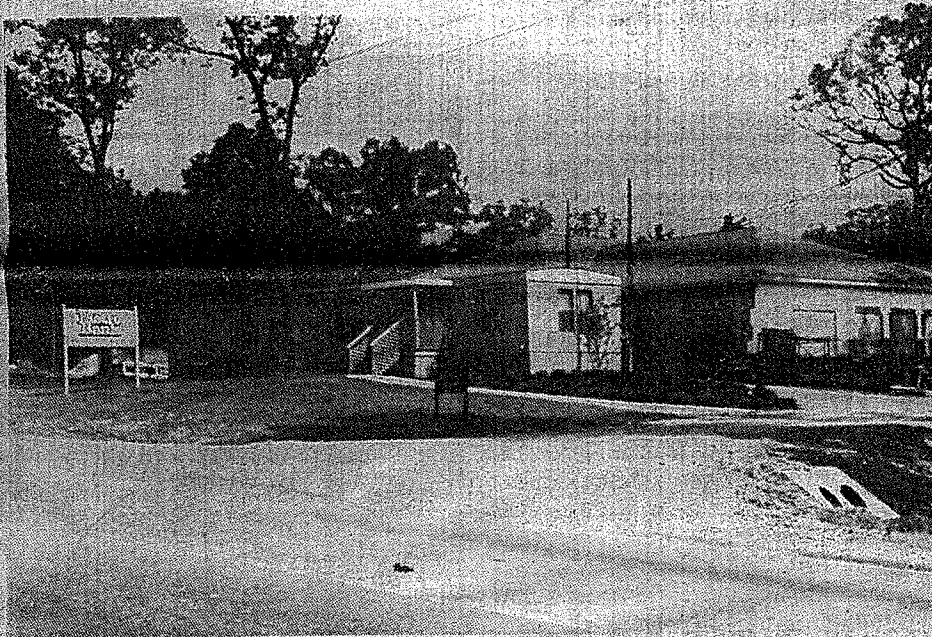
Mayor Lawrence Fields, who knows as well as anyone that the beginning of major highway construction often proceeds at a rapid pace, reports that, "As far as I know the State Highway Department has that four-laning on the drawing board for me next year."

Well, of course, if you have lived around here for any length of time, you have heard rumors on top of rumors for years now about shopping centers springing up on 231. Asked what he sees definite now along those roads, Fields responded, "Well, you certainly hear a lot of talk, but I will believe it's real when I smell the diesel fuel and see earth moving."

But we're certainly in great shape in that town," Fields added, "and we're getting inquiries from people who are beginning to see that we are for real. It's like I tell everybody, Pell City is the best kept secret in Alabama."

The recent announcement that Shelby County is locating here, adding to the bulge of the city's Industrial Park, did not exactly dampen the mayor's spirits, either. The city is spending \$3.5 million to build a plant here and plans to employ 84 people.

Continued On Page 2



New Metro Bank construction on schedule.



Workers busy at Contel Headquarters site.

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Or the exotic Tara, a winsome barmaid whose penchant for wearing black might cause you to mistake her for the bride of Zorro at first glance.

Or the resident musician, Bob Gable, a top-notch reed man who frequents The Heartbreak between gigs at Storyville Jazz Hall on Decatur Street, and other place.

Okay, Hollywood, here's how I see the characters developing in the exciting new TV series, "The Heartbreak."

Owner John, played by George Kennedy, is in reality a CIA operative, and The Heartbreak is just a front for his operation. John was assigned to New Orleans when The Company got wind that Al Hirt was selling guns to the Contras (I always won-

Continued On Page 2

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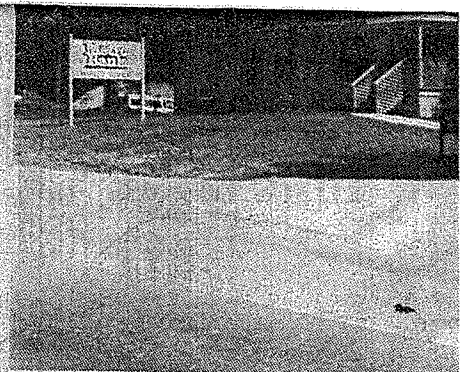
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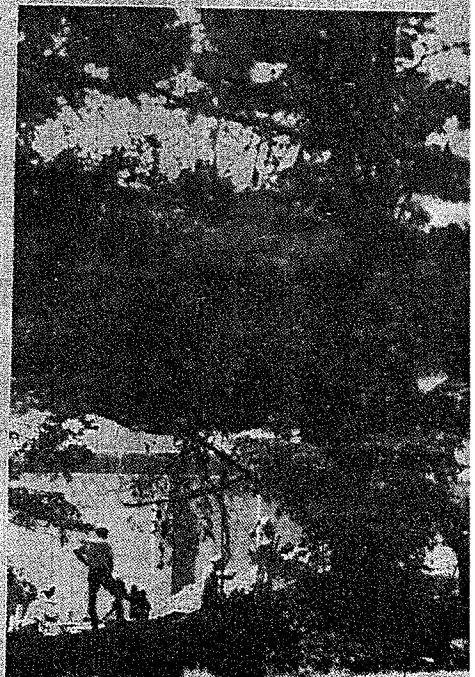
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Continued On Page 2



New Metro Bank construction on schedule.



Workers busy at Contel Headquarters site.

blocks, Ray Cox's new Metro Bank construction seems to be rolling along. Add to that the new sewer lines scheduled for that area and—something that might have slipped your mind—the scheduled four-laning (actually five lanes counting the turn-off) of 231 from I-20 to the Highway 34 well intersection, and it doesn't take a minute to see that the potential for a commercial boom definitely exists.

Mayor Lawrence Fields, who knows as well as anyone that the beginning of major highway construction often proceeds at a snail's pace, reports that, "As far as I know the State Highway Department has that four-laning on the drawing board for sometime next year."

And, of course, if you have lived around Pell City for any length of time, you have heard rumors on top of rumors for years now about shopping centers springing up on 231. Asked what he sees definite now along those lines, Fields responded, "Well, you certainly hear a lot of talk, but I will believe it's all real when I smell the diesel fuel and see earth moving."

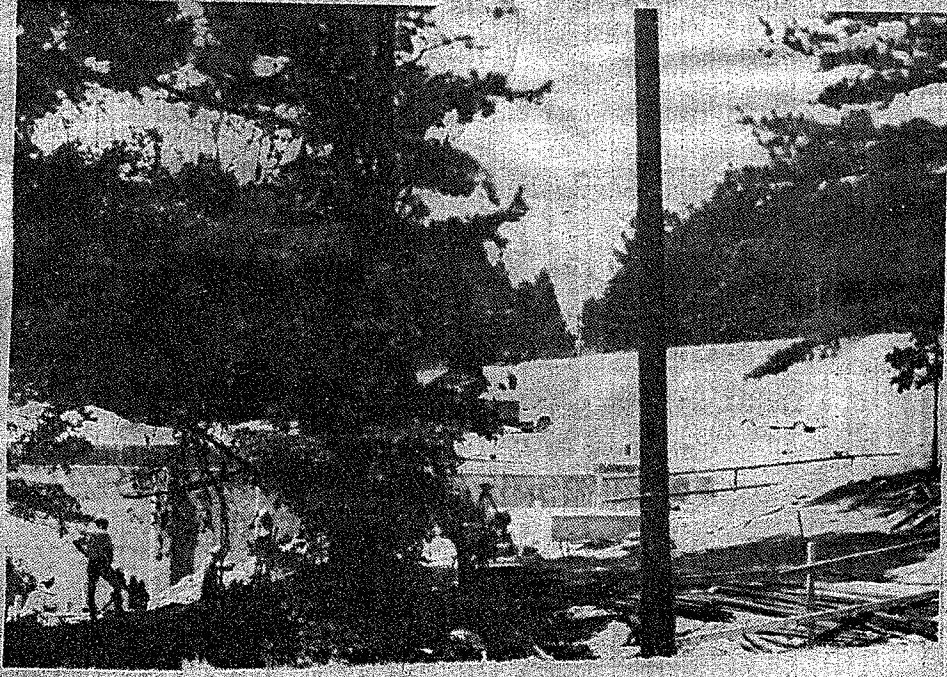
But we're certainly in great shape in that regard now," Fields added, "and we're getting inquiries from people who are beginning to see that we are for real. It's like I tell everybody, Pell City is the best kept secret in the area."

The recent announcement that Shelby County is locating here, adding to the bulge of activity in the city's Industrial Park, did not exactly dampen the mayor's spirits, either. The county is spending \$3.5 million to build a plant here and plans to employ 84 people.

Continued On Page 2



New Metro Bank construction on schedule.



Workers busy at Contel Headquarters site.

Terrific Trio Guiding Force Behind Burgeoning 3-B Chain

You can't call them the Dynamic Duo because there are three of them and, besides, Batman and Robin already claim that title. So, call them the Terrific Trio.

"They" are Archie Black, president; Ronnie Baker, vice president, and Phillip Black, secretary—the three "B's" who are the founders of and the driving force behind the 3-B Discount Foods chain, which has covered more ground in Alabama in five short years than General George S. Patton's tanks covered in Europe during World War II.

And if old Blood and Guts Patton were still around, he might be tempted to hang a medal on them for the sheer guts and ambition and good old American hard work and perseverance which it took to expand a one-store operation into 10 stores scattered from Pell City to Talladega to Lincoln to Dadeville and Decatur, among other places, in such a short period of time.

It all began when Archie was running a small grocery store on 1st Avenue South in Pell City, next to the liquor store, and Ronnie Baker was the energetic young manager of J.D. Abbot's Food Center store on Cogswell Avenue.

A&P was about to close its store on Cogswell Avenue, and Ronnie went to see Archie one day and said, "Why don't we get together and put a grocery store in that building?" or something to that effect. Well, they did it, and they later expanded the first

Pell City Warehouse Foods store into the adjacent building formerly occupied by a Goodyear store, added a deli and did an impressive facelift job on the entire store.

Meanwhile, Archie's son Phillip, who had gained grocery store experience while working for Bruno's in Birmingham, had come aboard, and they began looking around at other small towns where they thought their newly-successful concept of low-price merchandising and personal customer service might also succeed.

They bought a store on Battle Street in Talladega, and the 3-B Discount Foods chain was on its way. The trio then acquired the former Food Center store that Ronnie had once managed, and they now have two stores in Pell City, three in Talladega, and one in Lincoln, giving them six stores in this immediate area.

Archie put in his apprenticeship years ago with the Winn-Dixie food stores before moving to Logan Martin Lake and starting his first little store here. He also had a lifelong love affair with the Navy and was active in the Naval Reserve before they "kicked him out for being too old," as he puts it, a few years ago.

Ronnie Baker went to work for Food Center in 1973 and put in 10 years there before beginning his successful partnership with Archie.

Their is truly phenomenal American rags-to-riches story. Actually, is still in its infancy. The growth of the chain may well be even by the fabulous Bruno burgeoning chain of stores over several Southeastern states. The Brunos, in fact, might heed the advice of the ageless Satchel Paige, who once said, "look back; someone might be looking at you."

Someone might, indeed. And the Terrific Trio.

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Trio Guiding Force Surgeoning 3-B Chain

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Someone might, indeed. And it might be
the Terrific Trio.

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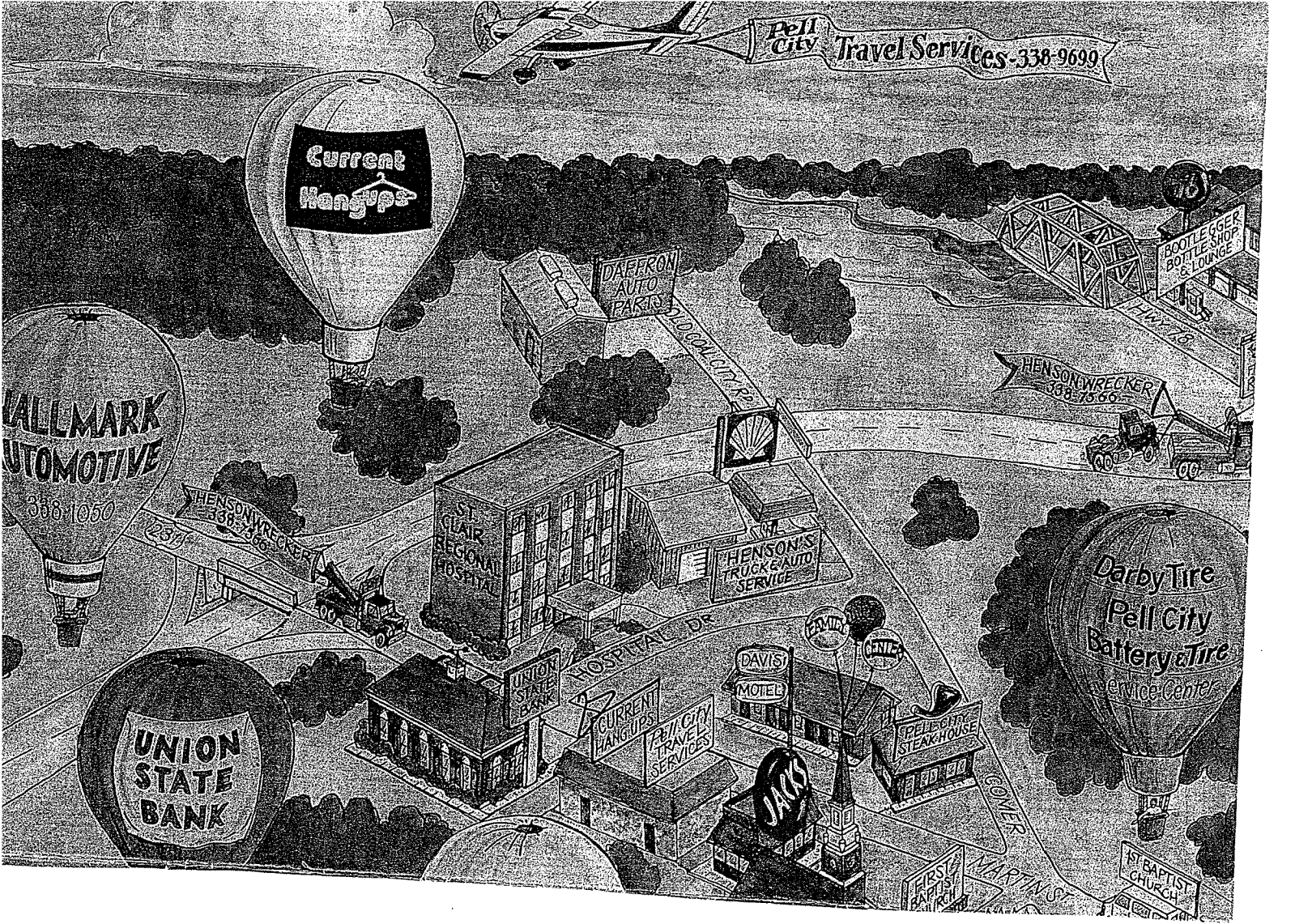
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Current Hangups

WALLMARK AUTOMOTIVE 338-1050

UNION STATE BANK

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WEST CLAIR REGIONAL HOSPITAL

HENSON'S TRUCK & AUTO SERVICE

HOSPITAL DR

CURRENT HANGUPS

PELL CITY TRAVEL SERVICES

DAVIS' MOTEL

FAMILY CENTER

PELL CITY STEAKHOUSE

Darby Tire Pell City Battery & Tire Service Center

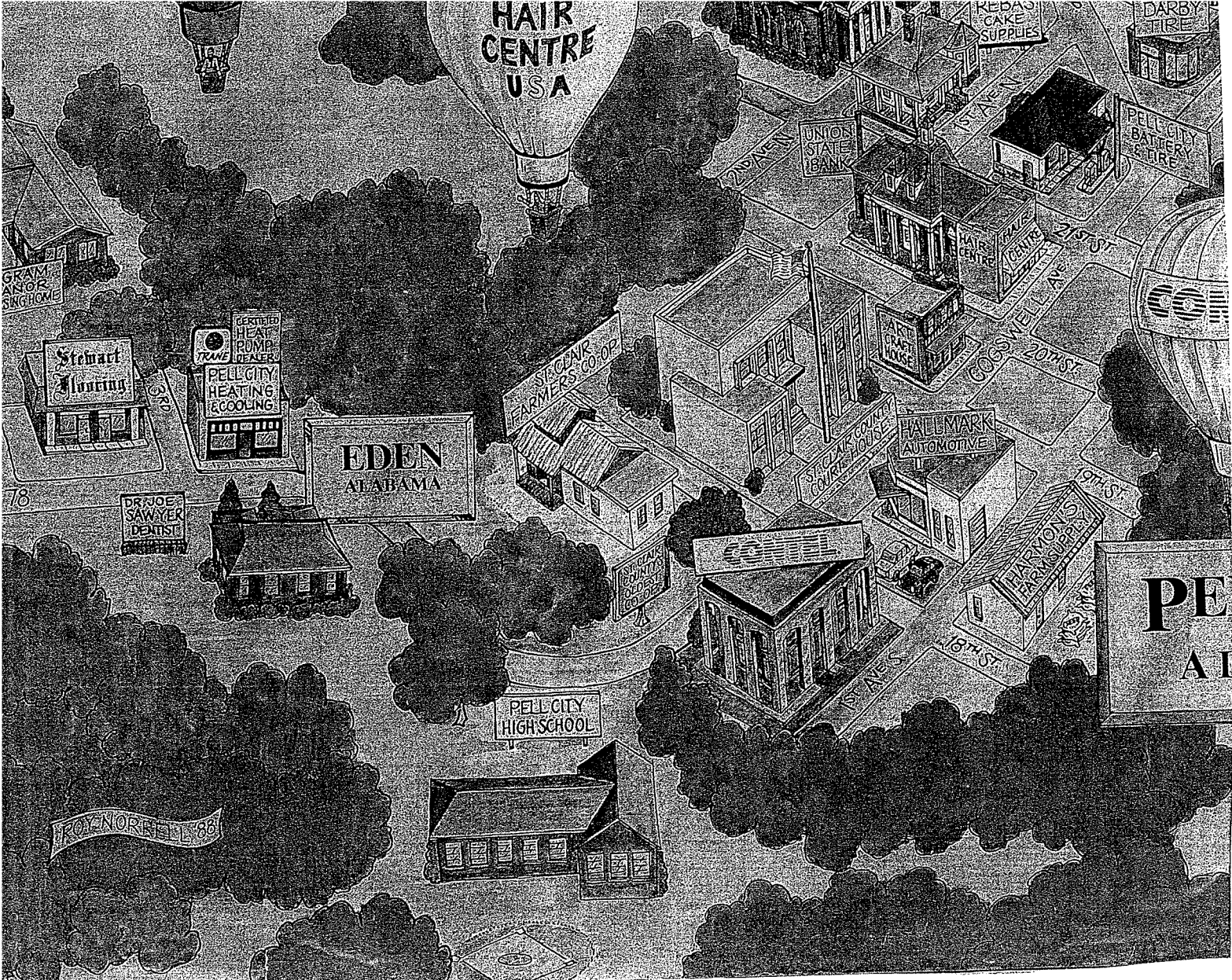
BOOLEGGER BOAT SHOP & LOUNGE

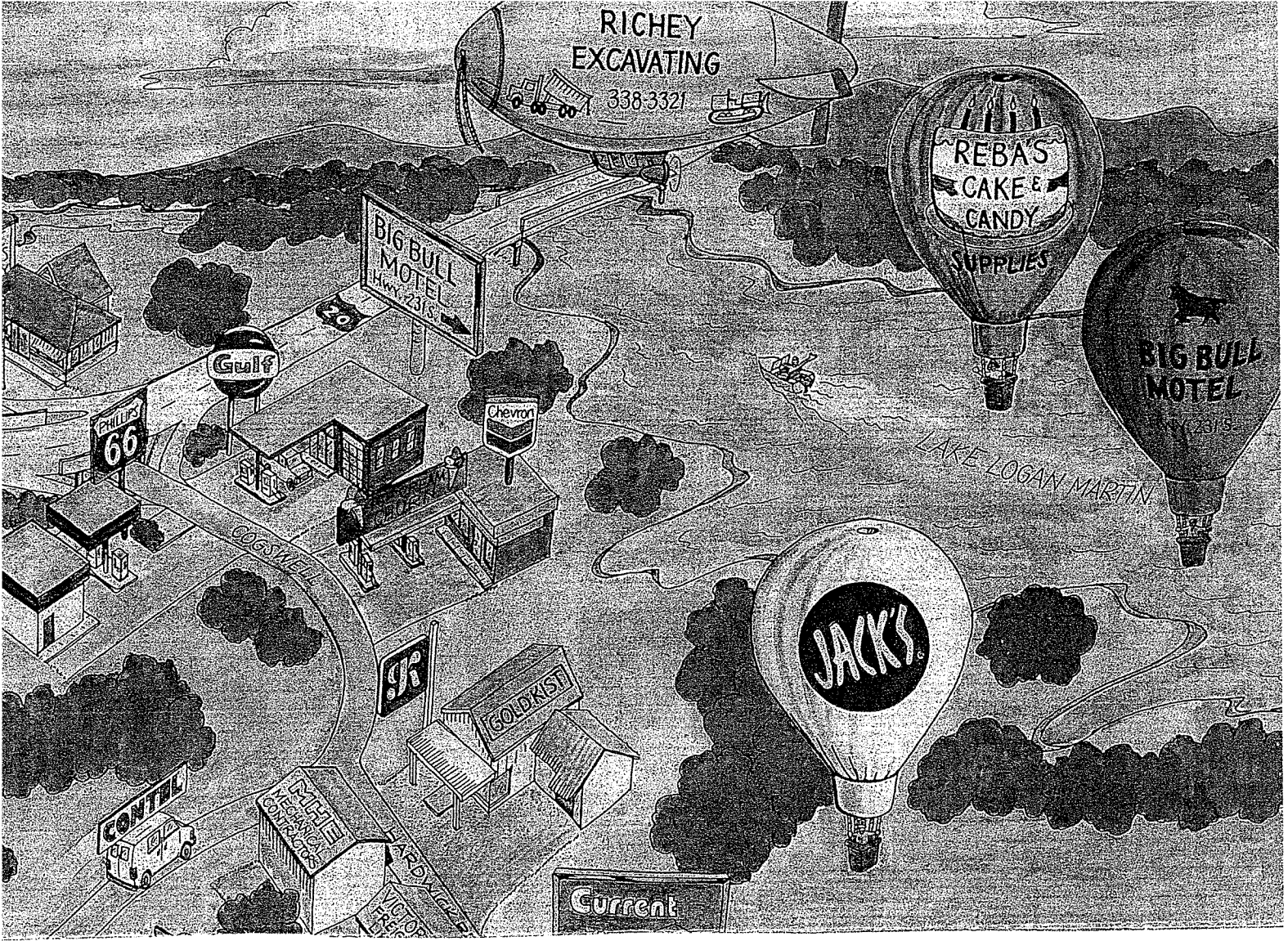
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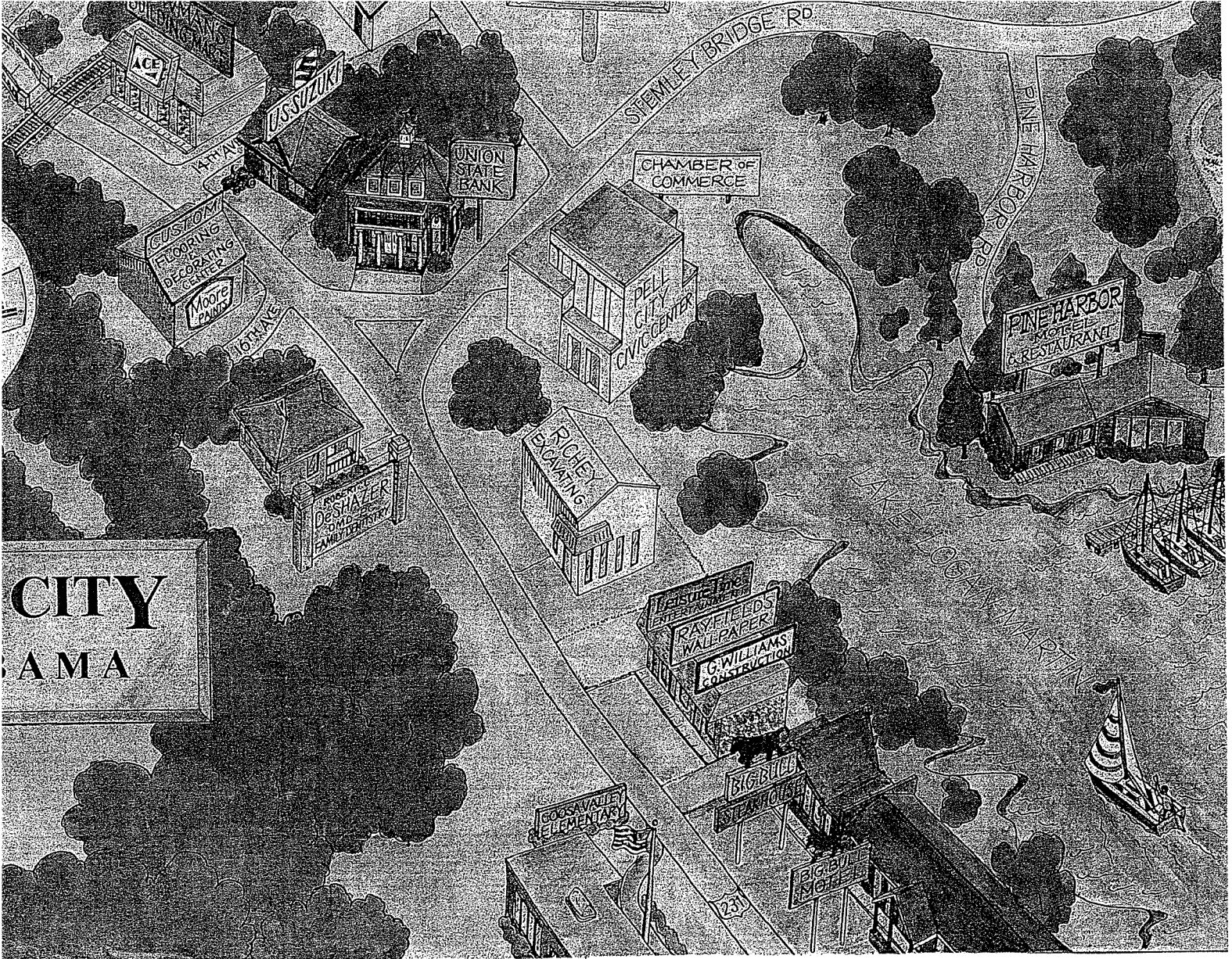
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231

BIG BUCK RESTAURANT

BIG BUCK MOTEL

STEMLEY BRIDGE RD

PINE HARBOR RD

KATYAK

160TH AVE

WATER ST

MAYNARD ST

The Pell Ci



Destined To Build A City

Note: This article as well as the article immediately following this one were contributed by Mr. George Williams as part of the Pell City Centennial Celebration. These articles are part of a series which will run in The Pell City Journal along with other features commemorating the Centennial of Pell City. We appreciate Mr. Williams' contribution and welcome suggestions for features regarding the history of our city.

George Williams

The Federal bombardment of Ft. Sumter began on April 12, 1861 and for two days the awful roar of cannons filled the air of Charleston, South Carolina. The shattered rock and timbers and lives of both, Confederate and Union soldiers ushered in a war between brothers, sisters, fathers, sons and entire families, that would change the precepts and

Fathers of New England and the French Huguenots of South Carolina's low country, was faced with the decision to make his choice early in the conflict because the war had begun, literally, in his own backyard. With family ties to both North and South, the agony of choice was met firm resolve, and Harvey promptly enlisted in

ty Centennial

abishment was destroyed in the Union Army burning of Columbia, South Carolina.

Not given to despair, he and his partner Col. Evans soon found themselves in a new business venture that was to help establish an entire new industry for the South. They built the Kalmia Mills near Aiken, South Carolina and the name was later changed to Langley Mills. The business was destined to evolve into one of the great corporations of today that rules the cotton mill industry, but Mr. Cogswell was not fortunate enough to reap the wealth of an industry that he helped to pioneer in the southeastern United States.

Finding their financial resources depleted, they sold their interest in the mill and returned to Charleston to reestablish a printing and engraving business. With very little resources other than their good names, Messrs. Cogswell and Evans resumed their old business of manufacturers, stationers and publishers, and ultimately forged a corporation with competitors to form the Walker, Evans and Cogswell Company whose growth would create one of the South's great businesses after the

occurred in the lives of Mr. and Mrs. Harvey Cogswell during the Civil War would prove to have great bearing on the history of a city in the State of Alabama. On September 1, 1861 a son was born to the couple, less than five months following the bombardment of Charleston. Having already proclaimed their allegiance to the South, and being true patriots of a Southern heritage, the couple readily recognized that only one name could possibly be given to their offspring. The baby was named for the old fort that had borne the brunt of the initial engagement of the Civil War, and Sumter Cogswell entered the world to inherit the resolve, sturdy qualities, gentle characteristics and creativeness of his father.

It would be left for him to create a town in St. Clair County, Alabama many years later and become the "Father of Pell City." Even with his wisdom and foresight, Sumter Cogswell could possibly never have visualized the prosperous, energetic and growing city that would be celebrating its centennial in 1990.

He would be extremely proud of his creation today if he could walk the streets of Pell City that were only dirt roads and paths, choked with grass and weeds,

It would be left for him to
regarding the history of our city.

George Williams

The Federal bombardment of Ft. Sumter began on April 12, 1861 and for two days the awful roar of cannons filled the air of Charleston, South Carolina. The shattered rock and timbers and lives of both, Confederate and Union soldiers ushered in a war between brothers, sisters, fathers, sons and entire families, that would change the precepts and destiny of this nation forever.

Out of the chaos that followed came the necessity for men to make choices and decisions that would shatter fortunes, families and friendships; and create vast financial empires for others. As in all great turmoil heroes are born, and the resolve of many men and women emerge to reach heights that may have been unreachable otherwise. The direction of lives change with the events that occur, and the future may be better for those changes.

Harvey Cogswell of Charleston, decedent of the Pilgrim

Fathers of New England and the French Huguenots of South Carolina's low country, was faced with the decision to make his choice early in the conflict because the war had begun, literally, in his own backyard. With family ties to both North and South, the agony of choice was met firm resolve, and Harvey promptly enlisted in the South Carolina Rangers. Disqualified from military service because of the loss of an eye, Cogswell and his business partner Col. B. F. Evans were detailed by the Confederate Government Treasury Department to perform a very special service. Since they owned and controlled the largest printing and publishing house in the South, they were pressed into service to print and engrave Confederate money and bonds.

The close of that terrible struggle dealt Harvey Cogswell a devastating blow when his entire printing and engraving es-

...mission to reestablish a printing and engraving business. With very little resources other than their good names, Messrs. Cogswell and Evans resumed their old business of manufacturers, stationers and publishers, and ultimately forged a corporation with competitors to form the Walker, Evans and Cogswell Company whose growth would create one of the South's great businesses after the Civil War.

Another notable event that

ate a town in St. Clair County, Alabama many years later and become the "Father of Pell City." Even with his wisdom and foresight, Sumter Cogswell could possibly never have visualized the prosperous, energetic and growing city that would be celebrating its centennial in 1990.

He would be extremely proud of his creation today if he could walk the streets of Pell City that were only dirt roads and paths, choked with grass and weeds, during its infancy one hundred years ago.



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Second Time Around

George Williams

In March, 1890 young Sumter Cogswell stepped down from the train in a small St. Clair County village, owned by the Pell City Land Company, only to find that he had missed his connection to Talladega and would be forced to spend the night. That single event, perhaps, destined by fate, would start a chain of events that would create a town that would become a thriving, bustling city by 1990.

Mr. Cogswell, during the evening hours of that day in 1890, had the opportunity to talk to a number of the local inhabitants and learned that the town could possibly be purchased. With the eye of a speculator, the vision of a practical businessman and the confidence of a true salesman,

insurance executive could only secure a two week option, but left Talladega immediately for Chattanooga, Tennessee with his salesman's confidence and high expectations. Within that time limit he gathered together a group of investors in the Chattanooga and North Alabama areas, brought them to Pell City and sold the major portion of the 400 acres at auction. Mr. Plowman must have been pleasantly surprised when the young man walked back into his office, just a short time after his initial visit, and exercised his option with payment in full.

A resurvey was completed and streets reopened by the new owners and great expectations

number of the local inhabitants and learned that the town could possibly be purchased. With the eye of a speculator, the vision of a practical businessman and the confidence of a true salesman, he was greatly impressed with the area and the possibilities it presented. When he also learned that the President of the Pell City Land Company resided in Talladega, he made plans to call on him the following day.

After arriving in Talladega and discussing the opening of an insurance agency with Mr. A.J. Savery, the young Mr. Cogswell hurried down the street to the office of Mr. Tom Plowman, and found that the Pell City property was, indeed, for sale.

Mr. Plowman, most certainly, was a little apprehensive about the youthfulness of the brash twenty-eight year old Mr. Cogswell, even with the credentials that he had presented. The asking price for the property was \$50,000, appreciably more than had been paid by the incorporators, and even though a handsome profit could be expected, Mr. Plowman would not agree to an extended option.

After the necessary haggling had been completed, the young

short time after his initial visit, and exercised his option with payment in full.

A resurvey was completed and streets reopened by the new owners and great expectations for rapid development was visualized by the investors. A number of new houses were built,



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December 29, 1989 - The Pell City Journal - Page 5

and soon the Hercules Pipe Company, the very first soil pipe plant to be established in the South, was under construction. A second hotel was built, and stores, blacksmith shop, a saloon and post office were doing business in the community within a short time.

In the early days of 1893 the future of Pell City, having been officially incorporated on May 6, 1891, appeared to be especially promising. Its nearness to the Coosa River, three railroads whose junction composed the heart of the community, the surrounding fertile farmland and the lucrative markets of Birmingham and Anniston seemed to comprise the necessary ingredients to assure its success. But that certain success eluded Pell City for a second time. The panic of 1893-94 devastated the local economy, the pipe shop was relocated to Anniston and the town was forced into receivership.

The older towns of St. Clair County survived the terrible

weather the storm. Eventually the town would become virtually deserted, grass would grow in the streets, buildings would be destroyed by fire, and most of the houses and businesses would become empty. This was the picture that presented itself to young Mr. Cogswell in 1901, approximately ten years later, when he found himself gazing out a train window in the town of Pell City for the second time.

He immediately recognized that the potential still existed. The possibilities that he had visualized earlier were still intact, and his businessman's instinct and salesman's confidence begged to be satisfied. He was by now a recent newlywed, forty years in age and very successful in the business world, and he certainly could recognize a truly great bargain when it was presented. In 1901 Sumter Cogswell purchased the principal acreage of Pell City, that he had sold to investors for over \$50,000.00 only ten years earlier, for \$3,000.00.

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The future of Pell City was, fi-
nally assured.



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The Pell City

Dr. R.A. Martin

Alice Hestley

Dr. R. A. Martin came to Pell City on January 8, 1903 to begin his lifelong practice of medicine. Dr. Martin, born in Plantersville, Alabama on July 22, 1879, attended Auburn University (then Alabama Polytechnic Institute) for two years, before transferring to Vanderbilt University from where he graduated on April 3, 1901.

Hanging out his shingle, Dr. Martin began his practice in Pell City. There were no roads in those day and he had to travel by horse and buggy and sometimes a saddle horse to visit his patients. Dr. R. A. Martin was energetic and possessed a dream of someday being able to afford the community with better hospital facilities than existed in any comparable size community in Alabama

homes of his patients. Dr. Martin continued his medical practice from the Gertrude Comer Hospital until it closed in January of 1931.

Dr. Martin, with a determined spirit, moved his staff into the upstairs area of the Pell City Drug Store, which he owned. There Dr. Martin set up a six bed facility and continued to give medical attention to those in need.

Dr. Martin purchased the G. W. Hardwick house behind the Pell City Drug Store and began construction on a new hospital facility. The Pell City Infirmary, later called the Martin Hospital, was opened by Dr. Martin in 1933. A unique aspect of the hospital is that it was built without any outside financial assistance. In 1941 a

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graduated on April 3, 1901.

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In 1920, Dr. R. A. Martin headed a staff and opened for Avondale Mills the first hospital in Pell City, the Gertrude Comer Hospital. The new facility allowed Dr. Martin to give care to his patients in a properly equipped center. Before the opening of the hospital, Dr. Martin had to perform operations in his office or in the

continued to give medical attention to those in need.

Dr. Martin purchased the G. W. Hardwick house behind the Pell City Drug Store and began construction on a new hospital facility. The Pell City Infirmary, later called the Martin Hospital, was opened by Dr. Martin in 1933. A unique aspect of the hospital is that it was built without any outside financial assistance. In 1941 a wing was added to bring the hospital to a forty-two bed facility.

In 1953 the Pell City Chamber of Commerce sponsored Dr. Martin Day to honor him for fifty years of service to the medical field and the community. A number of distinguished physicians and surgeons from around the State of Alabama attended the ceremony, along with

y Centennial

hundreds of friends and patients from the area.

As a highlight of the day, Dr. Martin was presented with a silver trophy with the inscription, "In honor of Dr. R. A. Martin, a distinguished and progressive citizen, an able physician and surgeon, a benefactor of the unfortunate and underprivileged, commemorating fifty years of service."

Dr. Martin was known for never turning a sufferer

away and never refusing to go to see anyone he believed needed his service. He operated in homes when the only light was from a flickering oil lamp, and was present at the birth of many babies where the only sterilization came from water heated on a crude stove or over logs of a hot fire.

During those fifty years in which Dr. Martin gave medical attention to the people of Pell City and surrounding areas he is credited with de-



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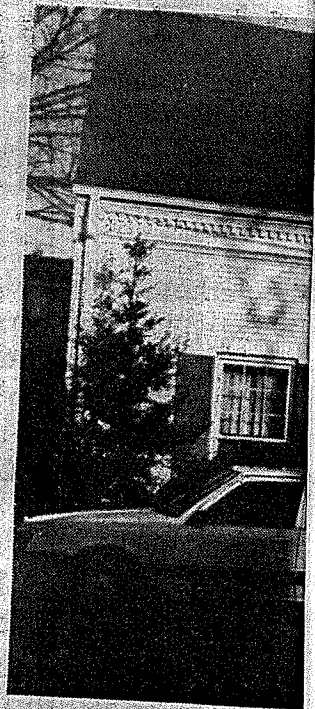


continued from page 6

livering over 10,000 babies. Hospital records showed that from 1940 until 1953, Dr. Martin treated almost 25,000 medical cases.

Dr. R. A. Martin passed away on July 10, 1954 in a New Orleans hospital, after having been ill for several weeks.

Shown right is the old Hospital as it stands today behind Rexall Drug. (Photo by Doug Turner)



Toys for Tots Spreads Christmas Cheer to Local Families

With your help this year, the help hundreds of area families enjoy Christmas through the Toys for Tots program. Toys for Tots provides clothing and food, as well as new and used toys to

children of families who need a helping hand. The Jaycees are to be commended for all the work they did to assure the success of this year's program. An ongoing account is maintained for those wishing to make contributions.

Pell City's Oldest Home to be Sold At Auction Jan.11

The Pell City City Council held discussions at their recent meeting on the upcoming auction of a home located at 116 21st Street North, the previous home of the Riser Family. The house was purchased by Dr. Riser in 1956, but was sold by the Risers several years ago. The house will be sold at bankruptcy auction on January 11, 1990.

The house was built in 1891 and is thought to be the oldest home still standing in Pell City. It was the plantation home of Green Evans, the first Mayor of Pell City. The house stands today as a gracious two story colonial home, "reminiscent of deep South plantation life".

In light of the interest by the Historical Society in having a house located in Pell City for the purpose of making a museum, the Council discussed the feasibility of acquiring this particular home. No action was taken by the City Council regarding the house.

Pictured below: The Riser Home as it appears today.



Oldest to be Sold in Jan. 11

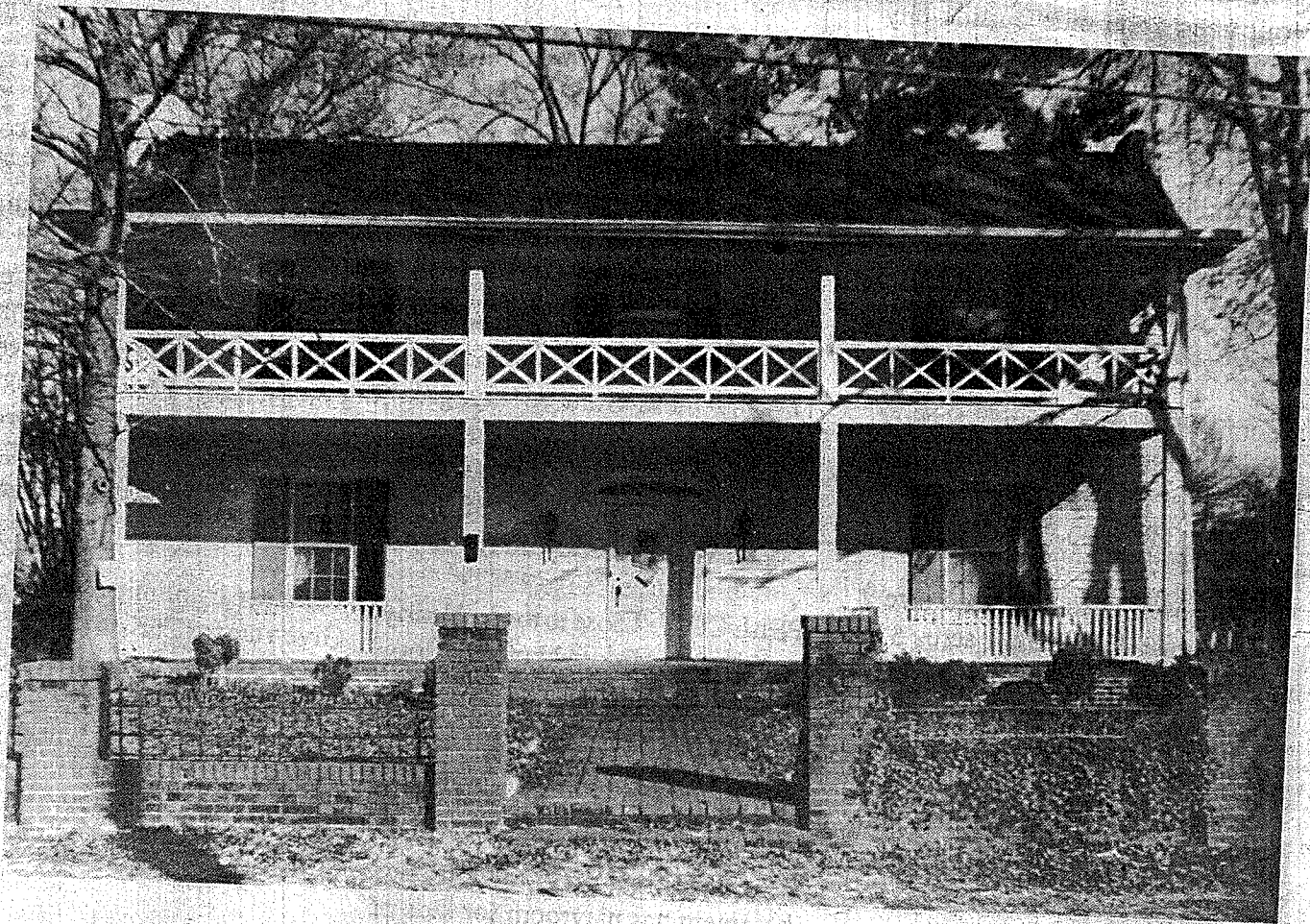
*pictured below: The Riser
home as it appears today.*

proposal was tabled at that time.

At the December 28th meeting of the Pell City City Council, the Council voted to approve the recommendation of the Library Board. The Library will now be named THE PELL CITY PUBLIC LIBRARY - DEDICATED TO SALLIE M. EUBANKS - A BRANCH OF THE ST. CLAIR COUNTY SYSTEM.

The Pell City Library Board has been working closely with the

The past controversial objections by Council members to the original proposal in renaming the Library - ST. CLAIR COUNTY LIBRARY BY SALLIE M. EUBANKS BRANCH - stemmed from their desire to maintain the standing of the Library as that of the Pell City Branch. The approved tribute to Mrs. Eubanks will be in the form of a plaque place on the outside of the building and will not affect the actual name of the Library.



Partners in Progress

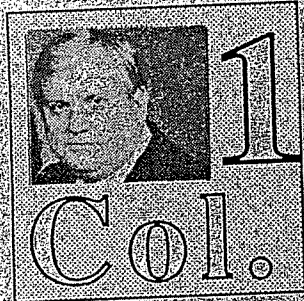
Pell City

GOOD NEWS

Good News About You and Your Neighbors

Vol. 1 No. 1

February 1, 1989



by Bob Cornett

Isn't this a great name for a newspaper? I mean, who wouldn't like to hear a little Good News now and then? Plane crashes and riots and murders and rapes and fraud stories about shady politicians and shady financiers and money-grubbing women-loving television preachers all make great grist for the popular journalistic mills. But one grows weary.

Too often, the little good news we are offered falls into the old joke format and is followed by "and the bad news is..." So I thought I would try to kick off this umpteenth return from self-imposed retirement with some "good news" not followed by the bad news.

THE GOOD NEWS is that Bobby Skelton, whom I still



Burned 1945 - Built 1930 - 31

Opened 1947

Education Makes Biggest St

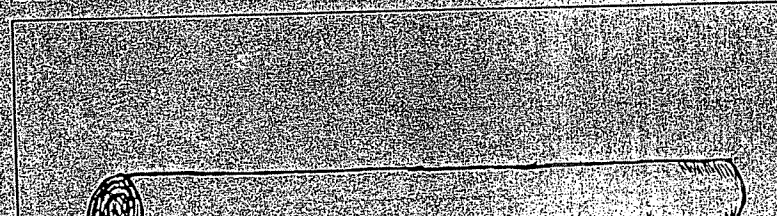


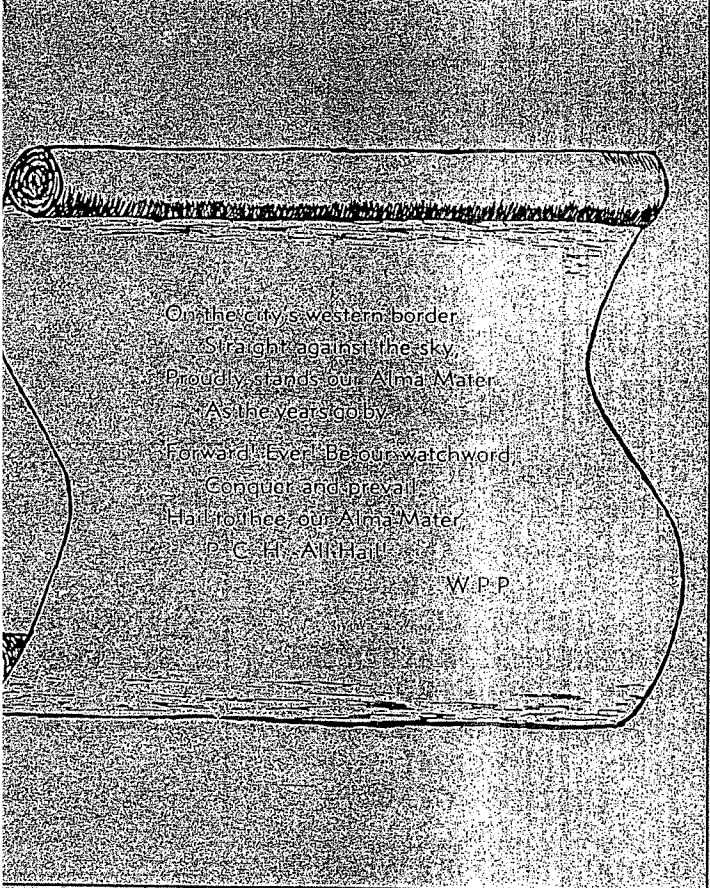


Photo Courtesy: F. G. White, Jr.

1945 - Built 1930 - 31

Opened 1947

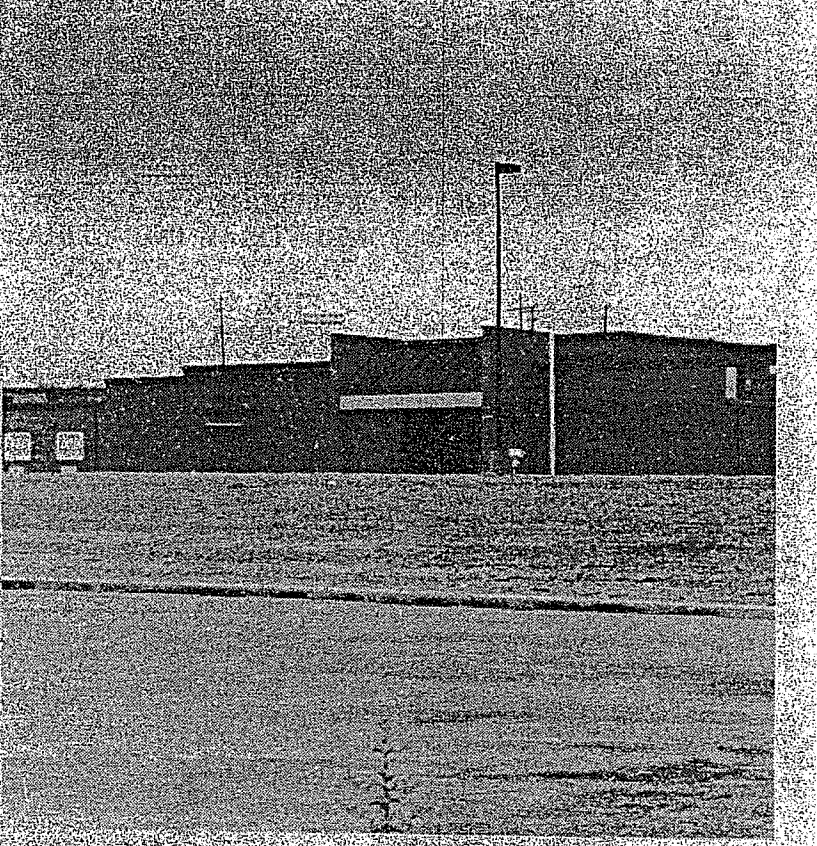
Education Makes Biggest Strides



On the city's western border
 Straight against the sky
 Proudly stands our Alma Mater
 As the years go by
 Forward! Ever! Be our watchword
 Conquer and prevail
 Hail to thee, our Alma Mater
 P. C. H. AIRHAIL

W.P.P.

Photo by Rose Adams, Reflection



And Today With Pride

St. Clair features four historical

The districts of Cropwell, Springville, Ashville, and St. Clair Springs are listed in the National Historical Records because of the historical value of the districts. Because these are listed on the National Records, the St. Clair County Architectural Review Board has prepared a code that must be used when renovations or new structures are added to the areas.

Mr. Frank Watson, Chairman of the Review Board states, "The duty of the Board is to approve or disapprove plans for buildings to be erected or renovated which are within the St. Clair Historic Districts."

Watson continues, "The idea is to maintain the historic or distinctive character of these districts. Buildings being renovated should be kept in the same architectural design as the original with new structures compatible with those already in the district. New buildings are not restricted to any architectural style, but size, height, roof lines, placement of doors and windows, and textures should be in relations with older structures."

The Board code is as follows: The owner of property in a St. Clair County Historic shall submit in duplicate, to the St. Clair County Commission proposed plans for any alteration, renovation, additions andor demolition of an existing building, andor for locating or relocating a building within the District for approval. As used
(SeeHistorical Page 4)



Mays-Silas Home

The Mays family arrived in area now called Mays Bend. 1 in 1905 and was later purchase

ures four historical districts



Mays-Silas Home

The Mays family arrived in the area in 1819 settling in the area now called Mays Bend. The home was built in Cropwell in 1905 and was later purchase by the Silas family.

Historical districts

(Continued from page 3)



Jones-Morton Home

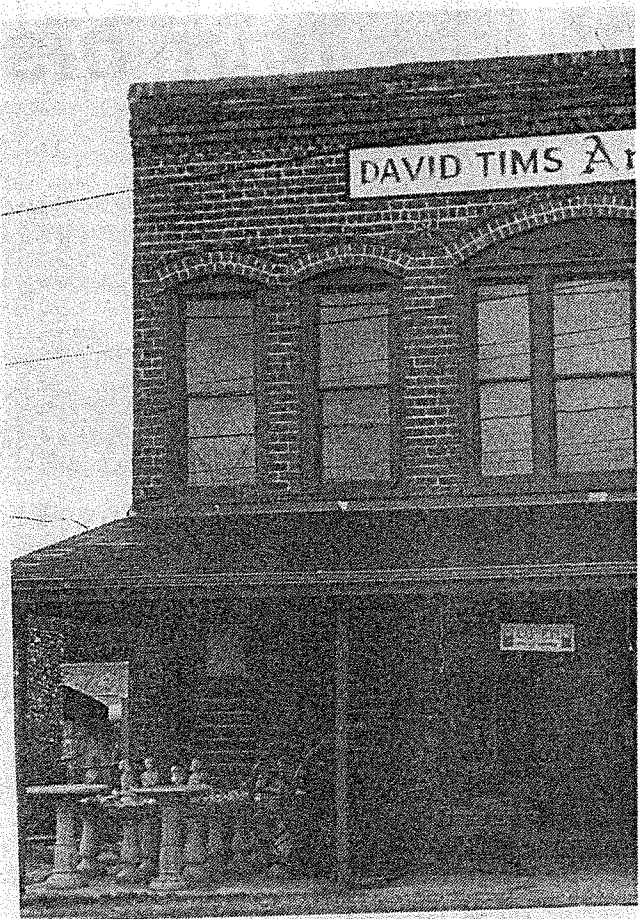
within, plans shall mean drawings, sketches with sufficient details to show, as far as they relate to exterior appearance, the architectural design the buildings including proposed materials, textures, plantings, accessory buildings, signs, lights, and other appendages. The Commission shall forward plans to the Architectural Review Board. The Commission shall inform the Board of the District and the boundaries thereof'

The Board shall promptly review such plans and shall

render it's decision in writing to the Commission' A negative decision must a be accompanied by recommendations.

Upon receiving the order of the Board, the Commission shall there upon notify the owner of the decision of the Board along with any recommendations for changes necessary to be made before the Board will reconsider the plans.

If no action upon plans submitted to the Board has been taken at the expiration of sixty days from the date of the submission to the Commission,



Jones, Robinson, Tims

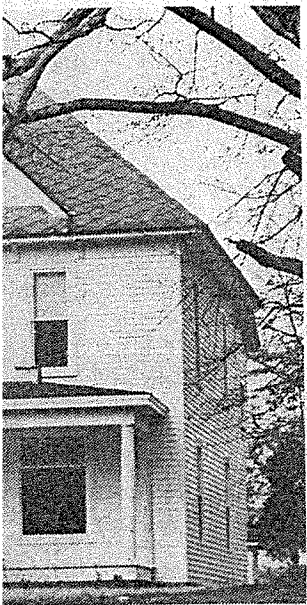
Built in the late 1800's, the Jones, Robinson, Tims Building is still standing and is the home of David Tims Antiques. The building was built from wood taken from the Mays home place and all the shelv-

such plans shall be deemed to have been approved.

In approving plans, the Board shall consider exterior designs and appearance of the building, including the front, sides, rear, roof, materials, texture and

colors, plot plan, si including signs, a appendages; and rela building to im surroundings and Historical Districts in located or to be locate

istricts

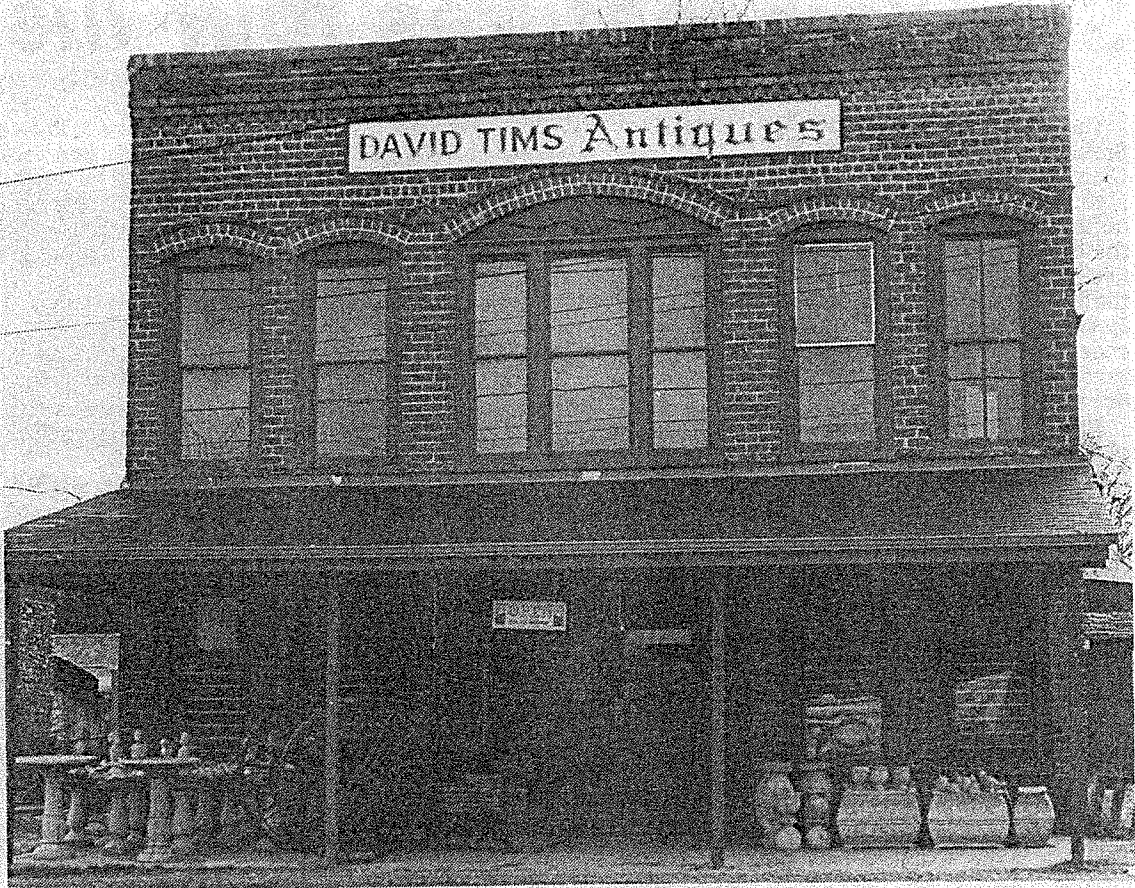


ome

er it's decision in writing to Commission? A negative on must a be accompanied commendations.

on receiving the order of the l, the Commission shall upon notify the owner of the ion of the Board along with recommendations for ges necessary to be made e the Board will reconsider lans.

no action upon plans itted to the Board has been at the expiration of sixty from the date of the ission to the Commission,



Jones, Robinson, Tims Building

Built in the late 1800's, the Jones, Robinson, Tims Building is still standing and is the home of David Tims Antiques. The building was built from wood taken from the Mays home place and all the shelv-

ing was built with notches so that it could be moved as needed. The office was enclosed with wrought iron and had an open fireplace.

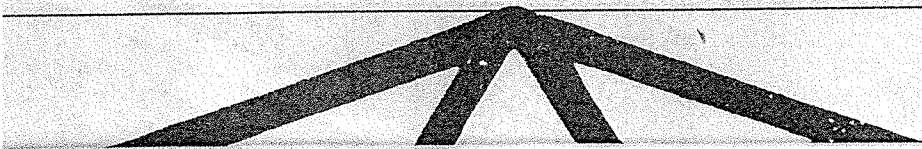
such plans shall be deemed to have been approved.

In approving plans, the Board shall consider exterior designs and appearance of the building, including the front, sides, rear, roof, materials, texture and

colors, plot plan, site layout, including signs, and other appendages; and relation of the building to immediate surroundings and to the Historical Districts in which it is located or to be located. The term

“exterior” shall be deemed to include all of the outer surfaces of the building, and is not restricted to public those exteriors visible from a Street or place. The Board

(See Historical Page 5)



Historical districts

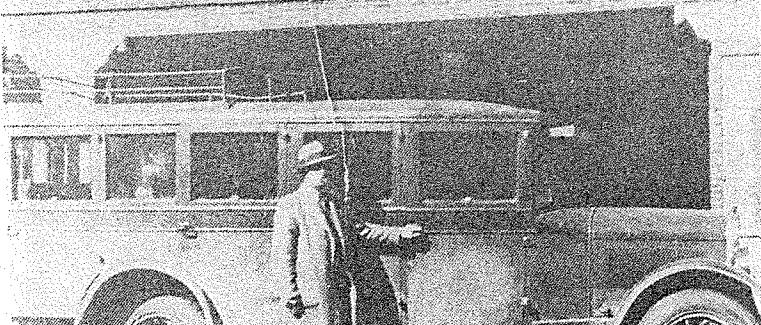
(Continued from page 4)

shall not consider interior design or plan, it shall not impose any architectural style, traditional or modern, as a condition precedent to approval. The Board shall not exercise any control over land use or over construction.

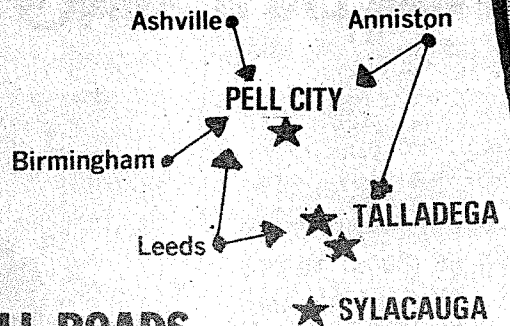
Before approving the plans for any proposed building located or to be located in a Historic District the Board shall find; In the case of a proposed alteration or addition to an existing building, that such alteration or addition will not materially impair the architectural or historic value of the building. In the case of a proposed new building that such

building will, not, in itself or by reason of its location on the site, materially impair the architectural or historic value of buildings or adjacent sites or in the immediate vicinity. In the case of a proposed building, that such building will not be visual injurious to the general character of the District in which it is to be located' In the case of the proposed new demolition of an existing building, that the removal of such building will not be detrimental to the architectural and historic character of the District' The

(See Historical Page 7)



4 LOCATIONS TO SERVE YOU



ALL ROADS
LEAD TO
THE GREAT
VALUES AT



Logan Martin, Henry Neely lakes provide citizens sportsman's paradise

It's been a good marriage, St. Clair County and the Coosa River. For St. Clair's first residents, the Indians, it provided a source of food and means of travel.

For the Confederacy it provided a means of moving St. Clair County-mined coal from Ragland to southern furnaces.

For citizens today it means a large variety of recreation. And for the future, it will once again a giant boost to the county's industry and economy.

The Coosa River. It begins its trip to the Gulf of Mexico near Rome, Georgia and provides St. Clair with her eastern border.

Logan Martin Dam was built in the 1960's and represents a \$47-million investment and was one of five major projects of Alabama Power Company (APC) to develop the Coosa for hydroelectric generation, future navigation, stream flow regulation and other benefits in the public interest.

Those benefits include a number of outdoor sportsman activities.

The dam was named for the late WilliVogan Martin, who served the state throughout his lifetime. A native of Scottsboro, Martin graduate from the United States Military Academy with a B. S. degree and from the University of Alabama with an LLB degree.

brother, the late Thomas W. Martin, in Montgomery and in a short time became assistant prosecuting attorney for

Montgomery County. He served as assistant attorney

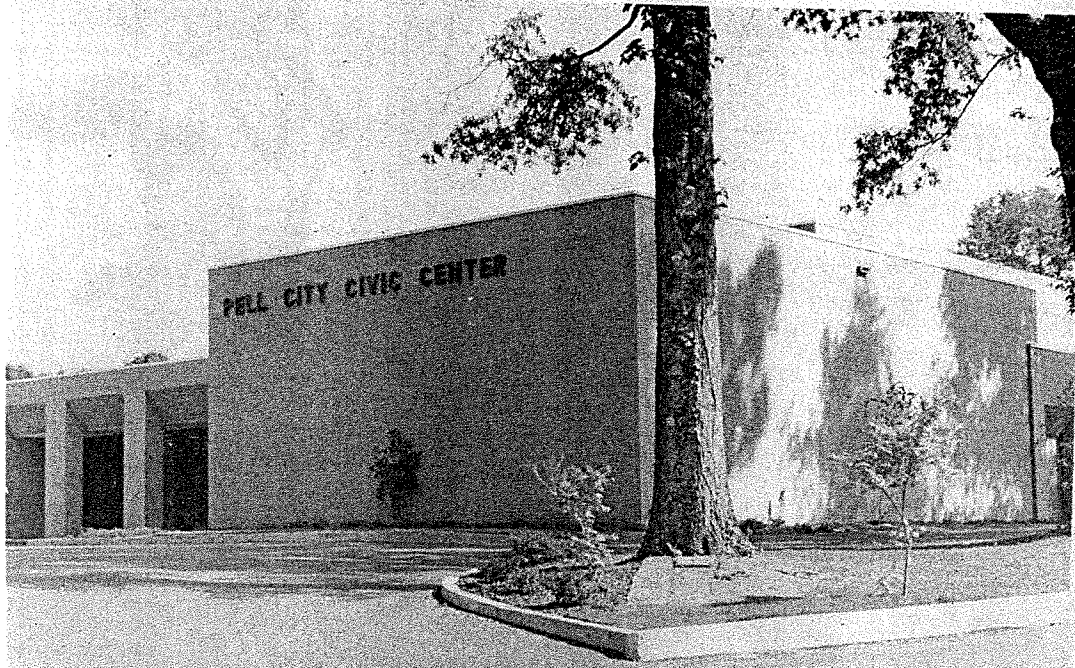
general of Alabama (See Lakes pa



View Of Pine Harbor

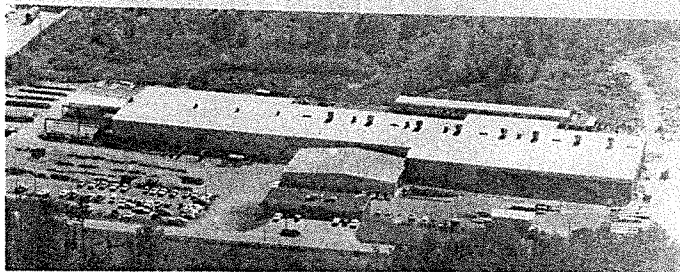
Pine Harbor provides a home for the Birmingham Sailing Club, Jimmy lake, both public and private, that accomodates citizens in Ballard's golf course of national fame and a quiet escape from it all. The ty

on in Pell City starts at civic center complex



Pell City Civic Center

am Manufacturing Company Springville, Al.



**Birmingham
Manufacturing
Company Provides
Top Quality
Trailers To
Industry**

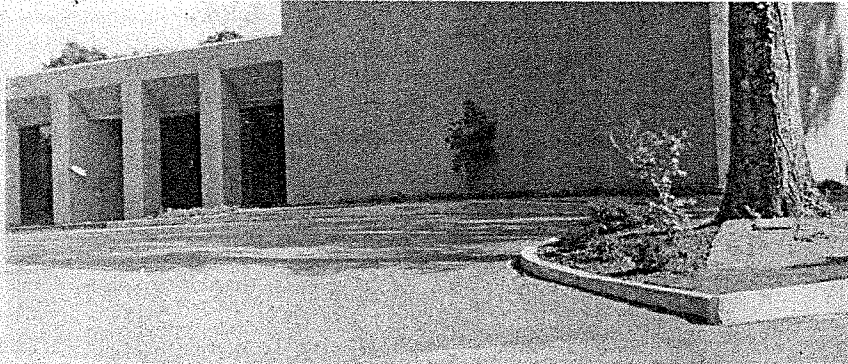
concession stand, a multi-purpose field with an outdoor track and four additional tennis courts. Also to be added will be a large parking area.

Under the supervision of the recreation department are the two city swimming pools.

With the facilities now in existence, the recreation department is able to offer a wide variety of programs ranging in age from three to senior citizens.

Some of the programs that have been offered include tennis, swimming lessons, slimnastics, Areabic dancing, baton twirling, gymnastics, little league baseball, basketball, volleyball, square dancing, civic chorus, art classes, peewee football, senior

(See Civic Center page 10)

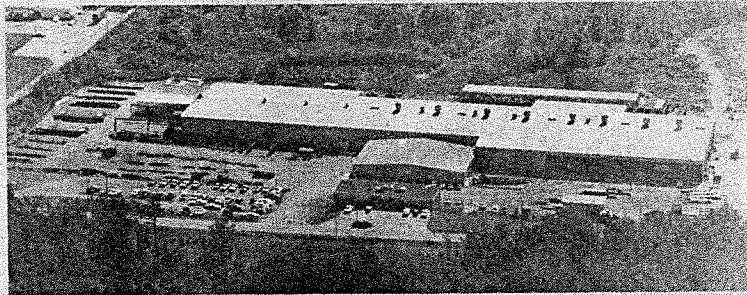


Pell City Civic Center

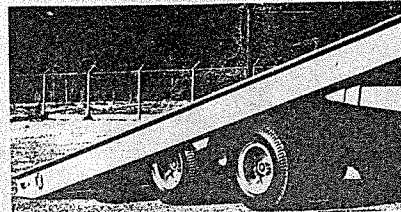
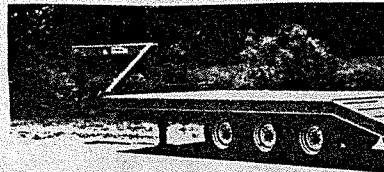
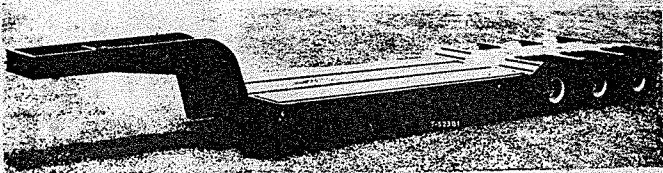
Birmingham Manufacturing Co.

Springville, Al.

**Providing
Economic
Strength and
Stability
to the Springville
Area since 1966.**



**Founded in 1946, A Part of the St. Clair
County Industrial Community Since 1966.**



PROGRESS EDITION

er Brothers Contracting Co.

X 648 • PELL CITY, ALABAMA 35125



Proud To Have Had A Part In
with And Development Of St

years are so numerous they simply cannot be all remembered or listed but this attempt will highlight just some of the gifts to the St. Clair community.

In 1902 Sumter Cogswell, the leading force behind Pell City's start, gave 150 acres of land including a fine spring to the Pell City Manufacturing Company and soon the first saw-tooth cotton mill in the south was begun.

George W. Pratt, famous in his own right, was said to be instrumental in having the mill located in Pell City. The cornerstone of the building, according to county historian Mattie Lou Teague Crow, was laid in August of 1902 and by the close of 1903 there were about 1500 new inhabitants in Pell City.

Pell City Manufacturing Company was sold to Avondale

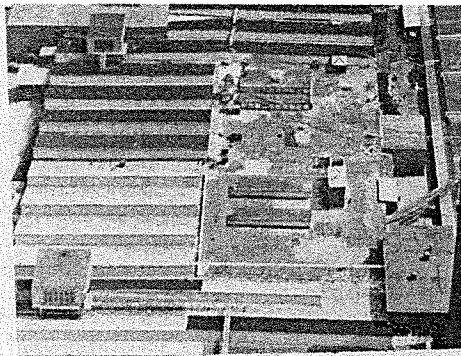
jobs and payrolls, but they aren't about to forget some old standbys which have been in Pell City for years.

"A powerful example is Avondale Mills, one of the giants of the Alabama textile industry. It has been and remains, the economic backbone of Pell City."


With an approximate annual payroll of \$3.5 million for some 355 employees, Avondale is more than just an employer.

Let's take a quiz. Who built the first hospital in Pell City? Who built a ball field complex for recreation of our youth? Who simply turned a valve and supplied Pell City with water when the town's water system dried up? Who provides a kindergarten class? Who furnishes room for boy and cub


(See Avondale page 9)




Aerial View Of




John Fisher
Plant Manager



Alan Gillison
Shop Superintendent



PLANT STAFF
(Front row, l-r) Raymond Kelley, Ed Gilmore, Bobby Mitchell, Jones. (Back row) Leon Langston, Bill Putman, Thomas St Ricky Goodwin, Erich Ott, Steve Decker, Eunice Perryman.



PIRIDIGRIEY
We've Got What It Takes To Reach Our Goals
Together For A Better Tomorrow!!!

PRAIRIE TANK - SOUTH

Mills ldy of all

Mills in 1919. The company spent a million dollars in 1938 and 1939 to make a thoroughly modern denim mill.

An article published in Alabama News Magazine not long ago reported, "Sometimes in all the excitement created over new industries coming into a city there is a tendency to forget about the contributions made by industries of long-standing in the same community.

"Not so in Pell City, which has recorded a phenomenal industrial growth in recent years. Be sure the Pell Citians are glad to have the new plants with their jobs and payrolls, but they aren't about to forget some old standbys which have been in Pell City for years.

"A powerful example is Avondale Mills, one of the giants of the Alabama textile industry. It has been and remains, the economic backbone of Pell City."

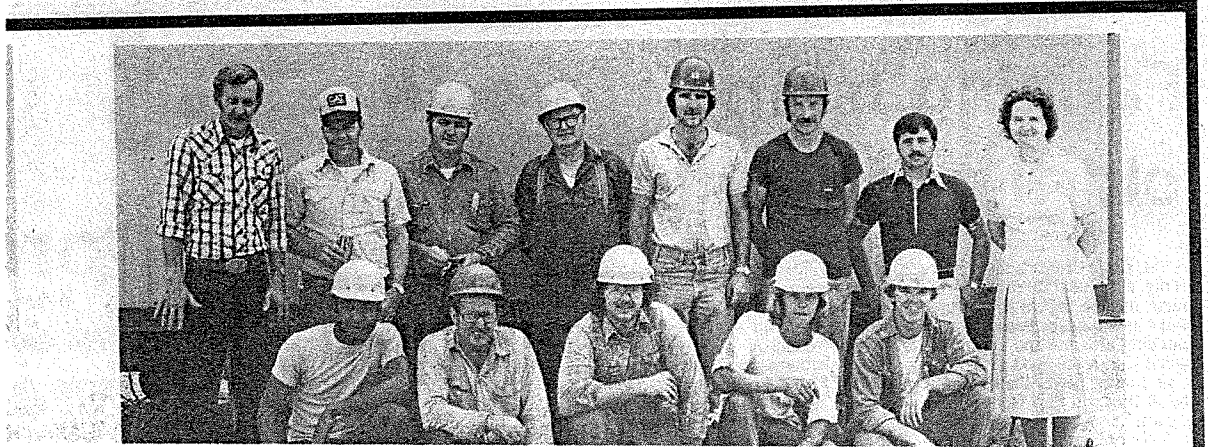
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(See Avondale page 9)



Aerial View Of Avondale Mills



in ngham

aturing a Children's Zoo
ing area, a Pachyderm
and Seal Pool, the zoo is
aily 9-5, with admission.

R PLANETARIUM—
nam S outhern College,
th Ave West. Phone-328-
e 90-seat planetarium
a simulated look at
odies and aspects of
pace. Located on the
of Birmingham Southern
groups may make
ations to attend.
m.

NGHAM MUSEUM OF
0 Eighth Avenue North.
254-2565. Permanent
such as the Kress
of paintings, furniture
pture, art of the old west
; Remington bronzes of
and American Indian
s are in the museum. The
ollection of near-East
logical objects, African
and South Sea objects
e Museum one of the
the southeast. Opened
cept Christmas, New
've and New Year's Day,
sion.

EHILL STATE PARK:
77-6571. Located on I-59
Birmingham and near-
aloosa, Tannehill is the
ce of the Birmingham
ustry.

ingham also has a "Magic
1 Line" for a recording of
ents. Call 1-800-292-6244
ate watts line for events
agic City.

Medline Industries, Inc.



Opened Feb. 6, 1978 with 10 operators...
now in only two years we employ 75 in
a 18,000 sq. ft. factory.

Manufacturing Hospital and Patient Wear!

Making Plans For Future Expansions!

Industrial Park

Pell City, Al.

Throughout Our Nation's History
We've Been Inspired By...

PROGRESS

It's in our heritage! Our development as a great nation
started with great people...always experimenting, ques-
tioning, moving ahead with their ideas and ideals!

We're very proud of them for what they did for this
countrv...and we're proud of

ity the land and they post office," Evans

is not only an extile giant, the v has nationwide ties office in Brussels. contracts with J. C. vi, Sears, Blue Bell mber of smaller ation-wide as well as ss in Europe," Evans

our plant currently nims, drills and twills percent cotton and blends, according to

ocal woman told the recently, "Working le Mills is like a r some families. My er and my mother ere. My granddaddy king there at 14-years ked until he was 67." has definitely been a r Pell City.

THE PERRYS

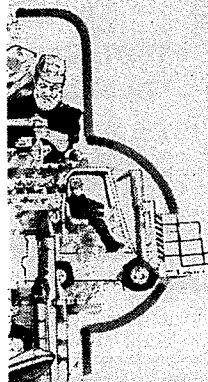


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Pell City Cleaners & Laundry

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The Best Is Ahead

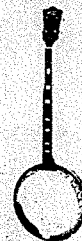
PRINTING



If You Like Music.....

GUITARS BANJOS
TAPES •ALBUMS
STEREOS
TELEVISIONS

ALL TYPES OF
KODAK FILM & FLASH SUPPLIES



ALSO

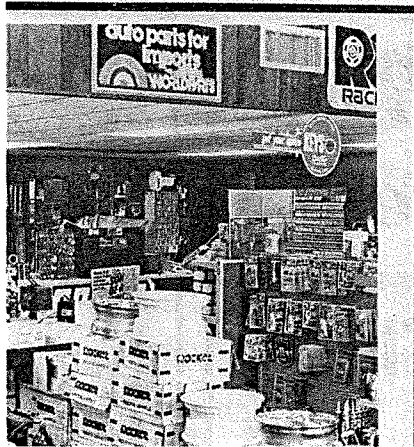




Riverside's Industry

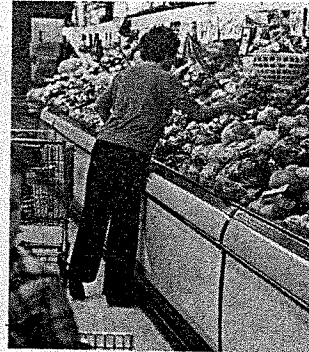
of Riverside as well as St. Clair County has a tremendous amount of industry generated from the Coosa River and Logan Martin

and Neely Henry lakes. Above is pictured a portion of Logan Martin near Riverside with U. S. 78 towards the center of the photo.

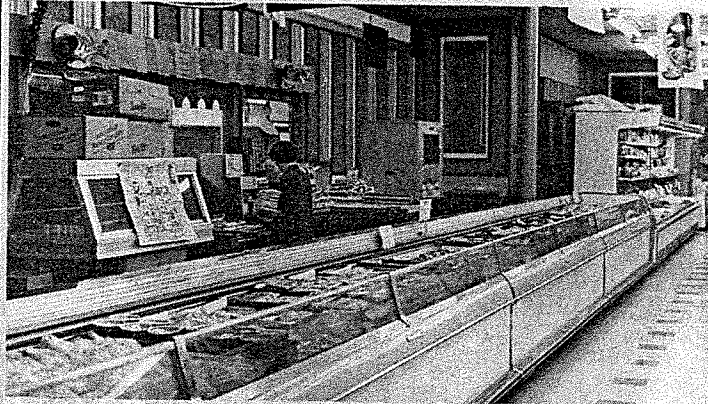




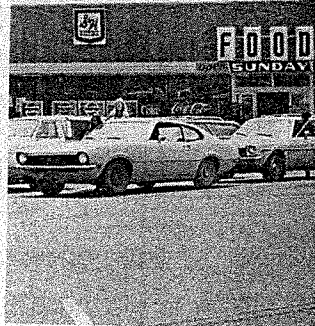
Nobody's gonna treat you better with quicker check-outs, friendly service & professional sackers...



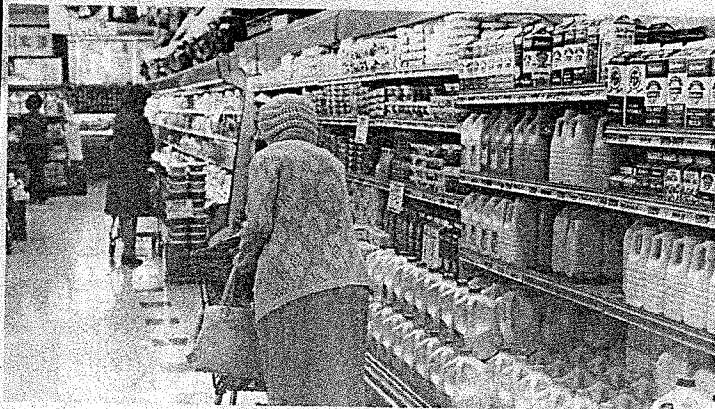
Nobody's gonna treat you better with fresh produce coming in daily...



Nobody's gonna treat you better with fresher meats, cut right to please you...



Remember the place where you run your business... City Food Center!



Nobody's gonna treat you better with fresh dairy products and a larger selection, easy to see and reach...

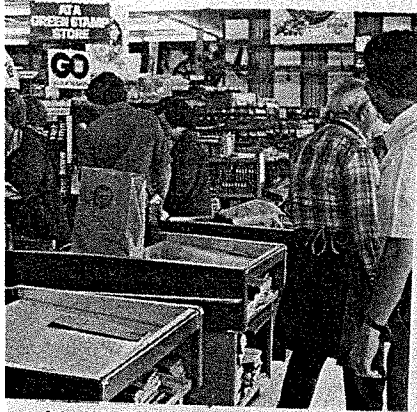
**Home Owned And
Operated By
J.D. & Esther Abbot**

**Open
Monday-Thursday 8-9
Friday & Saturday 8-10
Sunday 12-6**

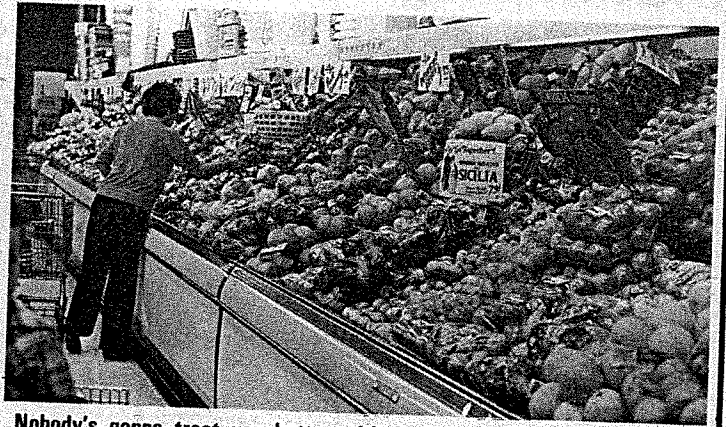
**Cogswell Avenue
Pell City**

BODY'S GONNA TREAT YOU BETTER!

When you enter you get more personalized service from your neighbors..We're your friends...And you know you're better than that's why we're here to take care of you, Our Customers.



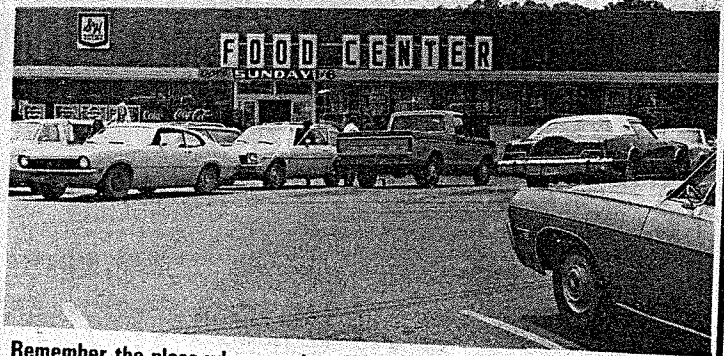
Shop with quicker check-out and more personal sackers...



Nobody's gonna treat you better with fresh produce coming in daily....



Shop for fresher meats, cut to order...



Remember the place where you're treated better....Pell City Food Center!



Downtown Pell City

This aerial view of Pell City from the north side of Cogswell Avenue shows a full, booming and busy Pell City business district which some cities the same size cannot claim. At the present time there is

only one empty building while other office buildings and businesses have been added to the Pell City business community.

IN ST CLAIR COUNTY FOLK

1901 MOUS SH 1911

Manufacturing
Walk In Cooler/Freezers to fit every need.
...For the large commissary, in-flight kitchen or outside warehouse.

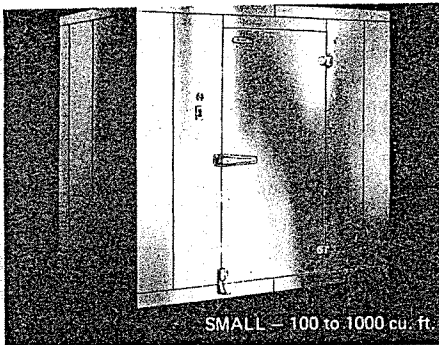
★ Established in Pell City, 1978, covers 84,000 sq ft



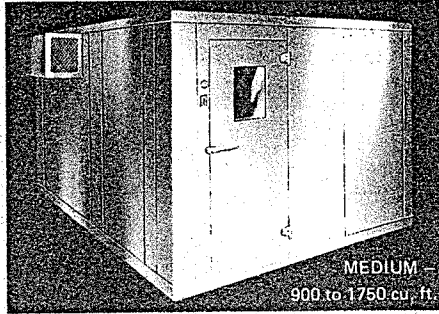
We at Vollrath are extremely proud of the progress of this county and the advances of our organization!



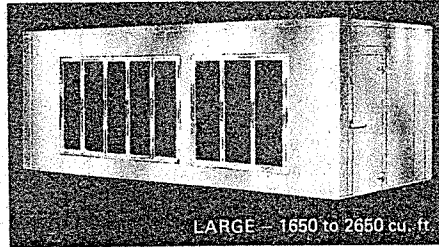
Industrial Park Hwy 78 East Pell City



SMALL — 100 to 1000 cu. ft.



MEDIUM — 900 to 1750 cu. ft.



LARGE — 1650 to 2650 cu. ft.



Progress

. It's in the Making!

We've mapped out the plans for tomorrow. And if we all pitch in, we'll be well on the road to reaching our goals today!

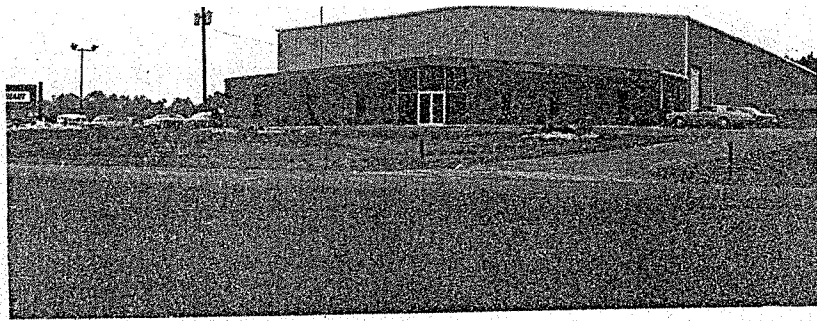
Let's dedicate our efforts to continued success.

McClendon & McClendon
OPTOMETRISTS

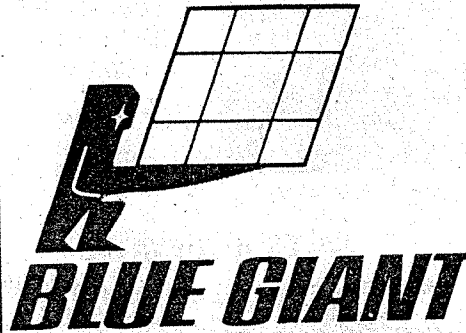
DOCTORS

I. McClendon & James H. McClendon, Jr.

23 Cogswell Ave. Pell City Phone 884-2020



**PRODUCING
MECHANICAL
DOCK LEVELERS**



The Pell City Plant covers 30,000 square feet and is situated on 11.3 acres.

One reason for starting a plant in Pell City is that it is within 600 miles of Cleveland, Chicago, Detroit, Pittsburgh, Cincinnati and other major cities in the Eastern part of the U.S.

This plant sells materials handling equipment such as stackers, hydraulic lift tables, and dock levelers.

**BEGAN MANUFACTURING IN
PELL CITY, JUNE 1978**

KURT LARSEN, PRESIDENT
*"Successful in more than
40 countries"*

2006 3rd Ave. So.

Pell City

338-3090

St. Clair again industrial leader

BY MIKE MOSER
News-Aegis Editor

St. Clair County in recent years has boasted of being one of the fastest growing counties in the state and once again statistics released by the Alabama Development Office (ADO) have confirmed St. Clair's leadership in industrial growth.

Only Jefferson (Birmingham), Marshall (Sand Mountain area) and Madison (Huntsville area) counties reported more new industry than St. Clair while Montgomery, Mobile and Barbour reported the same.

Four new industries the ADO office reported for St. Clair this past year included one plant for Ashville and Steele each and two plants for Pell City.

Alabama Feed Products Inc., a feed ingredients plant announced last year for the Steele county with a capital investment of \$4.5 million and would have employed 30 persons when operations had begun.

However, since that time Alabama Feed Products, stemmed some by availability of financial support and offered an alternate proposal, decided to locate elsewhere in Alabama.

This action did not leave Steele ety handed, however. Mayor Alfred Lackey told the News-Aegis that a new road had been built to the industrial site and that the town now has first option to purchase this large tract for an industrial park.

This move will greatly enhance St. Clair's northern-most community's chances of

attracting new industry to their area.

Ashville gained Calvert and Marsh Coal Company Inc. which will locate a coal washer near Whitney Junction with a capital investment of \$7-million and 50 new employees from this area initially.

The two Pell City plants are Dowser Electric, producer of oil-filled transformers. Dowser celebrated their open house the first of this year and had a capital investment of \$1-million and employs 100 people.

The other plant lined up for Pell City during the past year is Deerfield Manufacturing Coany, a producer of compressor housings. Initial capital investment to be \$4-million and the plant will employ 100 persons. This plant has not opened yet.

Total new capital investment from new industry reached \$16,500,000 for St. Clair with 280 new jobs created for the local labor force.

Expansion was also big in St. Clair over the past year with \$2,301,357 being invested and a creation of 102 additional jobs from 16 existing local industries.

This brings a total of \$18,801,357 in investments and 382 new jobs.

Pell City industries expanding included Blue Giant Equipment Company producers of materials equipment, investment and new jobs kept confidential; Brekle Research and Development Company, automatic production machines, investment of \$25,000 and one new job; and Frest Plastics Corporation, polyethylene and PVC pipe, \$300,000

investment and 20 new jobs.

Also, Medline Industries, producers of hospital garments, \$5,000 investment and 30 new jobs; Prarie Tank and Construction Coany, storage tanks, \$750,000 investment and 25 new employees; and Vollrath Refrigeration, Inc., producers of walk-in freezers and coolers, \$97,400 investment.

And, Superior Utility Products Inc., producers of municipal water pipe fittings, \$250,000 investment and 25 new employees; and Riverside Clay Coany, Inc., clay refractory, \$458,000 investment.

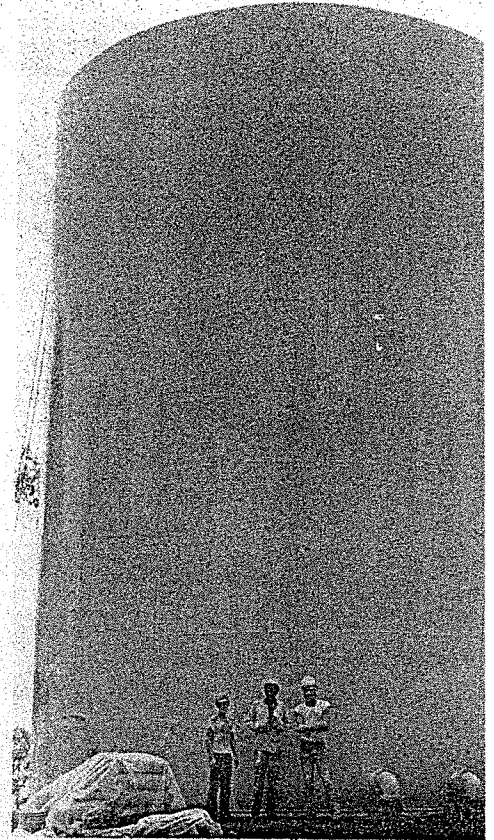
Baldwin Aluminum Foundry Company, Inc., of Ashville, producers of cast aluminum, made a capital investment of \$7,000 and created two new jobs.

Springville firms expanding included Birmingham Manufacturing Company, Inc., producers of truck trailers; Buckner Barrel and Drum Company, reconditioning of steel drums, a \$30,000 investment and one new position; and Mary Louise Manufacturing Company, Inc., producer of children's dresses, a capital investment of \$5,125.

Energy Savings Products, Inc., (ESP) of Odenville, producers of aluminum storm doors, announced a capital investment of \$17,832.

Leeds firm Olympia Molded Products Inc., producers of custom molded plastics, announced an investment of \$350,000 and eight new jobs; and Tops, Inc., producers of

(See Leader page 19)



Water Vital

Water is one resource that is vital to the growth of a con City, once experiencing trouble with water resources, now future growth, thanks largely to the above reservoir which city's capacity up to a million and a half gallons of water (in

...of loading, hauling, or to the
bevy of industrial southern cities,
St. Clair County Airport and
Jolley Air Service are more than

You don't find that kind of
hospitality in just any airport in
the south.

confidential.

All the above are in St. Clair
County and provided a bumper
year for the county.



FROST EMPLOYEES

Scott Frost	Albert Webb
Bill Turner	Lois Key
Tracey Beryhill	Roger Andrews
Lester Waldrop	Chris Mixon
Tim Sutherland	Polly McSherdon
Danny Dollar	Thomas Moore
Brenda Smith	Ricky Newton
Terri Sweatt	Frank Thompson
Johnny Andrews	Sandra Frost
Loretta Hill	Carolyn Berryhill
Don Waldrop	John Johnson
James Carmichael	Betty Frost
Sidney Carmichael	Roy Frost
George Wade	Fred Frost
Wade Sanders	Jerry Barrows
Lenora Gaston	Jack Satterfield
Michael Calhoun	Steve Reed
Benetta Grizzell	

Shipment Of Pipe Headed For Tulsa, Oklahoma

**We're Proud Of The Growth Of St. Clair
County...And Extremely Proud Of The
Folks Who Made Us Grow -- Our Employees!**



FROST PLASTICS CORP.
Industrial Park, Pell City, Alabama

Vital for industry

St. Clair Co. Airport efficient operation



Executives Use St. Clair Airport

at the St. Clair County Airport, changes. "We aren't fast," says Dale, "but we are thorough."

There is one  Serving

Executives Use St. Clair Airport

At the St. Clair County Airport, operated under lease Air Service, there is a plane for the past six years byyyyyyyy Jolle owned by a University official, one flown by a trucking executive, another belonging to a local manufacturing firm, and a host of others who enjoy the convenience, ease and comfort of flying in and out of St. Clair County.

For anyone looking for a place to nestle his craft to earth or lift it to the sky on a quick business jaunt or casual pleasure cruise, St. Clair County Airport is a place very easy to call an aviation home.

Situated on the edge of Cropwell, just south of Peil City, the airport is operated by Oscar and Jo Jolley, the mom and pop of the outfit; David, the elder son and wife, Pat; and Dale, just married, and whose wife hasn't yet gotten into the business.

For ten years the Jolleys operated their air service as an adjunct to the airport, but six years ago took over the lease. Since then the services have been good, the atmospheres congenial, and the facilities kept in top shape.

St. Clair County Airport, owned by county government, affords a 4,200-foot runway, enough to accommodate aircraft through Lear Jet size. There are 24-T hangars for storage, all of which are full now, and 15 clients waiting. Ten aircraft rent tie down space, "but we have a whale of a lot of room for more tie-downs," says son, Dale, waving an arm down the taxiway.

David handles the maintenance—general maintenance, oil changes, tire

changes. "We aren't fast," says Dale, "but we are thorough.

At the port, pilots have available 100 octane fuel and jets can gas up there too. There is an allotment of about 8,500 gallons of regular and 9,000 gallons of jet fuel monthly, at prices commensurate with, or even slightly below, those at comparably-sized airports.

Oscar, David and Dale are all certified pilots, and Oscar holds certification as a flight instructor and an instructor for instrument flying as well. Instruction at the airport can take a student all the way from novice to commercial pilot. And, instruction is available on VA benefits for those eligible for that type of financing.

St. Clair County Airport and Jolley Air Service are comfortable, friendly service facilities. "We're just an easygoing, family operation," says Dale, who will give anyone a guided tour because he just "likes to get out and walk around the place."

"Anybody can drop out any afternoon, any time, really, and sit inside and talk, or outside and have a cool drink. We invite people out just to watch the craft land and take off."

One member of the family is on duty at the airport 24hours a day. The runway is a fully lighted one, and night landings are lighted if notification is given. The lights are at 100 per cent efficiency and kept that way. There is a beacon, also.

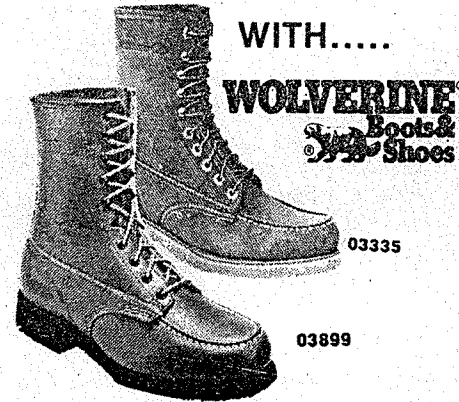
Direction finding equipment is at nearby Anniston airport, and incoming pilots or outbound craft may utilize radar equipment at Birmingham airport only 35 miles away.

(See Airport page 5)

There is one
of the....



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County



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your child achieve his max-
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potential in a loving,
home-like environment.

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6 a.m. to 6 p.m.



Left to right (seated) Virginia Roberts, 4 yr. Kindergarten, Patsy Ford, 3 yr old nursery, (Standing Betty Cruise, 5 yr Kindergarten and Myra Williams, Owner.



3 years olds en-
joy learning to
play with
others.



5 year old kindergarten
program features unit
studies, phonics and
number skills.



4 year olds
learn the
alphabet and
also how to
count.

Our fenced playground allows
supervised play programs as
well as free play time.

The Playhouse

Myra Williams
Owner

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Pell City

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Neighbors In Bus

In Pell City-

Charlie's Is Newest Addition to E

Charlie's Country Catfish Kitchen located on Hwy. 78 East in Pell City is the newest addition to the array of eating establishments that our community has to offer.

Charlie's opened its doors on the first of September and has been putting out the catfish, seafood, steaks, home fried onion rings, and pinto beans and greens to its patrons at a fast pace ever since. It is owned by Charles and Phyllis Bearden who have always lived in this area.

If Charles and Phyllis were to have tried to predict ten years ago what their lives would be like now, they do not believe that they would have ever pictured things as they are today. Charles was employed by Super Valu, a wholesale grocer and did commercial fishing in his spare time. Phyllis was a housewife with their small children, Keith and Allen, at home.

About eight years ago, Charles lost his primary buyer for the catfish that he caught, a man who prepared catfish dinners and sold them to diners who came to his home. This loss of income put quite a strain on the Bearden's budget, and they had to make a decision. Either Phyllis had to go outside the home to work, or she could establish some

party that preceded June Jam, an annual event put on there by Alabama.

The Beardens went to Ft. Payne, carrying their cookers and fish and the other ingredients to prepare the anticipated meal for the next three years, but eventually the strain of traveling and carrying all the gear took its toll, and they declined the fourth invitation to cook for the group.

One of the memorable experiences that the Beardens had when serving in their home was a visit from a group from a Birmingham church. The group had called to make reservations and Phyllis had warned them that their seating capacity was 36. That was agreeable enough, but when the chartered bus pulled up with the group, 80 church members came tumbling out. Phyllis said that she did not come close to having the amount of flatware to begin to feed such a group and that she had to go to neighbors and borrow utensils. The group members were all good sports and were willing to wait until enough fish could be prepared to served them. They shared seats and crowded together and, like all the others, they went away as satisfied customers.

Now the Beardens are firmly set in their

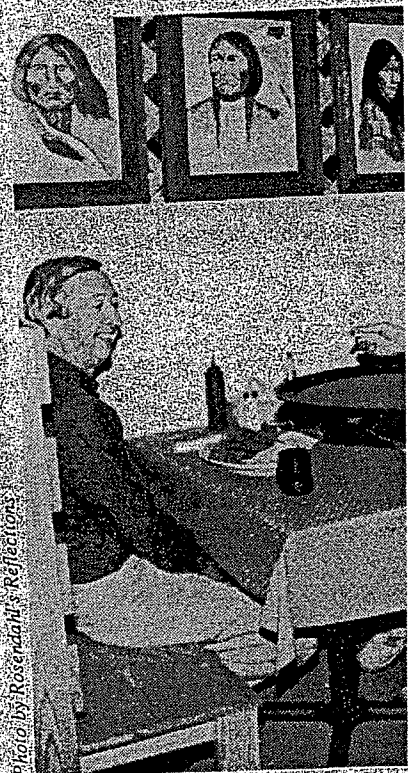


Photo by Roseanna's Reflections

Phyllis Bearden's Indian Arrow party

Neighbors In Business

ie's Is Newest Addition to Eating Scene

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 customers.
 Now the Beardens are firmly set in their
 new restaurant. The country decor and ceil-
 ing fans make the place welcoming to visi-



Photo by Rose Adair, Reflections

Phyllis Bearden's Indian Arts part of decor at Charles

Pell City Industrial Board Celebrates

The Pell City Industrial Development Board will celebrate its thirtieth birthday on March 23, 1989 and with the resources available, that can now be offered to prospective industry, this year could be the best ever in its entire history.

In 1959 a resolution was adopted by the City Council creating the Pell City Industrial Development Board for the purpose of setting up an entity to promote industry and develop trade by inducing manufacturing, industrial and commercial enterprises to locate in or near Pell City. The original members and organizers of the new Board included Fred Adkins, O.H. Lawley, Howell Henderson, J.L. Garrett, R.P. Henderson, Harold Williams, James Ingram and A.G. Keller. The present Board is comprised of Eugene Morris, Chairman, Jack Hagan, Vice Chairman, Bob Barnett, Secretary, George Williams, Treasurer, J.T. Carter, Bob Hull, Dr. John Haynes, Johnny Turner and Burk Yarbrough. Ed Ash serves as Economic Developer for the Board and the City of Pell City.

During the first years of its existence, the Board accepted options on various parcels of land that could be offered to prospective industry, but in 1969 a bold step was taken with the purchase of approximately 300 acres of land to create Pell City's first industrial park. Under the leadership of Harold King, Chairman of the Industrial Development Board at that time, Ous Perry, then Mayor of Pell City, and with the assistance of Ed Ash, Industrial Development Board members and Realtor, a

loan was arranged to purchase the property from the Martin Smith estate. With the establishment of the Comer Avenue Industrial Park, Pell City was now in a position to offer land at a stated price, on property set aside specifically for industrial development, and the first industry to locate in the new park was Birmingham Kelon in 1969.

In 1978 an additional 296 acres were acquired on US-78 east to create the Comer Avenue Industrial Park, and in 1985 another 450 acres of adjoining land were optioned. With the assistance of a State of Alabama grant, a rail spur into the Comer Avenue Park was completed in 1987. The Industrial Development Board is now in a position to offer a number of the best rail sites, available in the State of Alabama, to industry at a cost much less than what they would ordinarily expect to pay.

In 1985 approximately 100 acres of land, on Dry Creek Road, were purchased. This land, just outside the City Limits, is now available for the location of an industry that would not be compatible with the urban setting of the Comer and Cogswell Avenue Parks. Additional land is also available for industrial development adjacent to the St. Clair County Airport, and will be used for the location of industry that would prefer close proximity to an air facility.

Pell City can now boast of twenty-seven highly diversified industry with 1,369 employees and an estimated annual payroll in excess of \$18,000,000.00. Twenty-four of those industries, with capital investment of

\$27,000,000.00, have located in Pell City within very recent years and can generate accepted, as newly acquired industry for area. Products produced in Pell City include yarn, paint, PVC pipe, welded steel fabrication, material handling equipment, formers, hospital garments, corrugated tainers and boxes, refractory clay, high safety equipment, pipe repair, couplings, power boxes, metal storage tanks, polystyrene laminated panels, cabinet erosion material, graduation invitations, fencing and machine shop services.

A number of industries have recent



George Williams, of Alabama Power Collector, Ed Hollis for \$55,790.97

Pell City Industrial Board Celebrates 30 Years

Development Board celebrated its 30th birthday on Tuesday, February 14, 1989. The resources available to prospective developers are the best ever in the area, as adopted by the Pell City Industrial Board. The purpose of setting aside land for industry and manufacturing enterprises is to provide a place for the original of the new Board. The Board is comprised of Mayor Ed Ash, Industrial Development Board members and Realtors.

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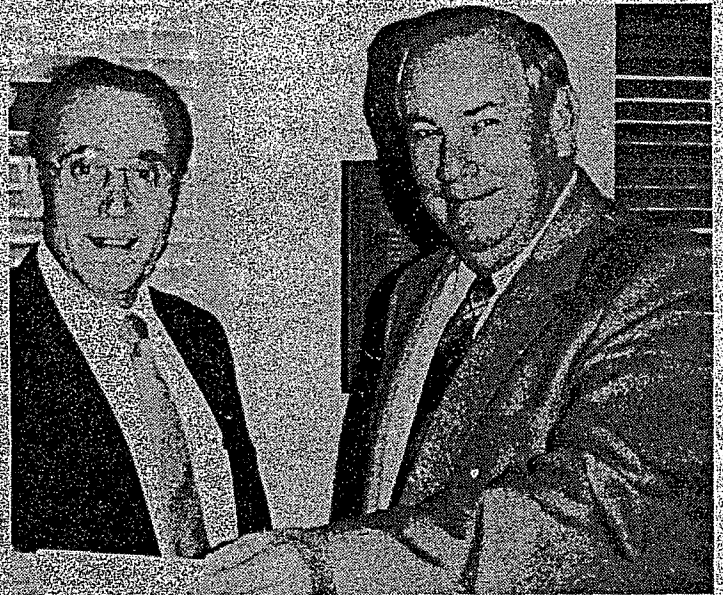
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Pell City can now boast of twenty-seven highly diversified industry with 1,363 employees and an estimated annual payroll in excess of \$18,000,000.00. Twenty-four of those industries, with capital investment of

\$27,000,000.00, have located in Pell City within very recent years, and can generally be accepted as newly acquired industry for this area. Products produced in Pell City include yarn, paint, PVC pipe, welded steel fabrication, material handling equipment, transformers, hospital garments, corrugated containers and boxes, refractory clay, highway safety equipment, pipe repair, couplings, power boxes, metal storage tanks, valves, polystyrene laminated panels, cabinets, soil erosion material, graduation invitations, fencing and machine shop services.

A number of industries have recently con-

tacted local officials and expressed interest in joining the Pell City industrial community. With the availability of very good industrial property, an excellent school system, close proximity to living on Logan Martin Lake, and a positive optimism that is really apparent in the Pell City area, it is expected that industrial and commercial development will continue to accelerate at a fast pace in the foreseeable future. Many of the citizens feel that Pell City has arrived at the threshold of exceptional growth and prosperity.



George Williams of Alabama Power Co. (right) presents check to St. Clair County Collector Ed Ash for \$535,790.97 for 1988 utility taxes.

Pell City Industrial Development Board

OAKHILL
ENGRAVING

ELEC

WELDING
PRODUCTS

PELL CITY
INDUSTRIAL PARK

PEL PAK
CONTAINER

BLUE
DIAMOND

BAMA
PLASTICS

RIFEWAY MFG

NO
EMS

VERDYOL

BREKLE
RESEARCH &
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MEDLINE

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FAB

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INDUSTRIAL PARK DRIVE

UE GIANT

RUTLEDGE

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CARLISLE

P & S

PELL CITY

INDUSTRIAL

INDUSTRIAL

OIL

FAB

CONTAINER

CORP &

FAB

ELECTRIAL

RIDE

MATERIAL

ENCLOSURE

PETROLEM

DELIVERY

MFG

SYTRO

SERVICE

TRI-LITE

TEK

PLASTICS

AVONDALE MILLS

OTHER INDUSTRIES
DIFFERENT LOCATIONS:

PELL CITY EAST
COGSWELL AVE INDUSTRIAL PARK

HWY 231

PRAIRIE TANK &
CONSTRUCTION
(DRY CREEK RD)

ENERGY
ABSORPTION
SYSTEMS

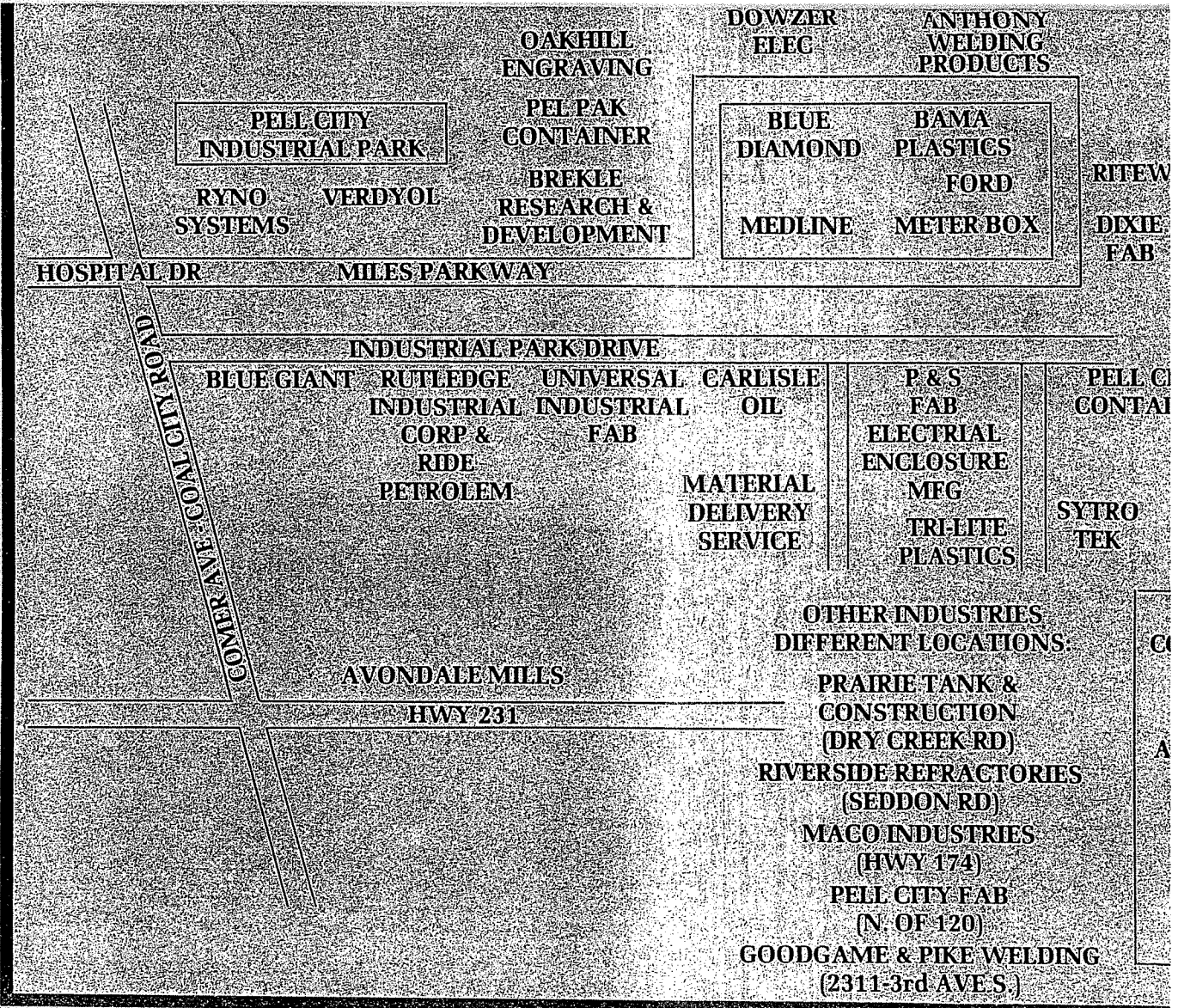
BENJAMIN
MOORE
PAINTS SANDY
HILL
SOUTH

RIVERSIDE REFRACTORIES
(SEDDON RD)

MACO INDUSTRIES
(HWY 174)

PELL CITY FAB
(N. OF 120)

GOODGAME & PIKE WELDING
(2311-3rd AVE S.)



Ark Boasts Colorful History

The Ark Restaurant, located on old Highway 78 in Riverside, on the west side of the Bankhead Bridge, which spans the Coosa River, boasts a long and colorful history as Central Alabama's favorite catfish restaurant.

Its first location, in fact, was smack-dab in the middle of the Coosa river — or on the east or west banks of the Coosa, depending on the whim of founder A. J. "Bud" Thompson. The first Ark, you see, was a boat — hence the name of its floating location.

Since those days, which date back into the 1920s, The Ark became landlocked, first with a building on the north side of Highway 78, which burned to the ground in the '50s, making way for the restaurant's current location on the south side of the highway.

But, whatever the location, The Ark has been famous for its catfish and original recipe hushpuppies over the years, and is now owned by Bob and Sylvia Cornett, who will celebrate their tenth anniversary there in

May.

Musing about the restaurant's colorful history, owner Cornett commented, "You know, this was quite the place forty years or so ago when this old highway was the main thoroughfare between Birmingham and Atlanta. They did quite a business here off this highway, while building up a strong clientele of regular customers from a wide area which included Birmingham, Gadsden, the Anniston and Talladega areas, as well as Pell City."

And, he grinned, there have even been rumors that a person could find a little liquid refreshment hereabouts back during the "dry county" days.

The Ark still sports its original '50 decor, including the pine paneling and handmade wooden booths and tables. Checkered tablecloths add to the casual atmosphere which attracts a family-oriented clientele.

Owner Cornett admits that there is some *continued on page 19*



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PELL CITY THE PLACE TO BUY ALL PRICES AFTER FACTORY REBATE

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St. Clair Federal- Another Record Year

Following the announcement that St. Clair Federal Savings Bank had a record growth of 36% in assets from \$50 million to \$68 million in 1988, the Bank now plans the construction of a new home office facility on a piece of property on U.S. Hwy. 231 in Pell City, now occupied by the Davis Motel.

St. Clair Federal is now headquartered in a two-story brick building across from the Pell City Library on 1st Avenue North and has been in that location since 1963.

According to Ray Miller, president and chief executive officer, when St. Clair Federal moved into its present facility, its assets were less than three million dollars.

Miller recently mentioned that his institution was notified that they are on the new nationwide FSLIC "recommended list" for the safest thrift associations in the country.

1988 saw the approval and successful conversion of Central Bank's Springville Branch operation from Central Bank to St. Clair Federal Savings Bank. In addition, the Bank's new office facility in Moody is now complete.

Miller said the Bank's priority continues to be to serve the housing industry first and foremost, a continued expansion to complete banking services with an emphasis on consumer financing.

"We are growing right along with the country," Miller said. "We are very fortunate to enjoy the relationship, the respect and the confidence that we have in the country. Officers of St. Clair Federal are Miller,

Vice President Operations Steven Gregory Aldridge, Vice President Residential Lending Victor Cook, Secretary Sarah I. Stewart, Treasurer Lorene C. Smith, Assistant Secretary Deborah A. Poe and Assistant Vice President Consumer Lending Sherry S. Beene.

Directors include retired Chairman Paul Turner, Circuit Judge H. Edwin Holladay, self-employed businessman Howell P. Henderson, retired merchant Paul J. Pope, attorney William J. Trussell and Pell City businessman Ronald W. Helms.

After Inventory Sale


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Blouses \$8, \$10, \$12 & \$15
No Blouses over \$15

Everything Else
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30% to
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PEACE OF MIND

Avondale Mills Traces Origin to April 1902

The Pell City Plant of Avondale Mills can trace its origin back to April of 1902 when the Pell City Manufacturing Company began operation. When the Pell City Manufacturing Company started it was the largest and most modern cotton mill plant in the South. The original employment was between 500 and 600 people. The mill was to produce 52,000 yards of indigo denim per day with a consumption of 15,000 bales of cotton per year.

In 1919, Avondale Mills, a corporation founded by Governor Braxton Bragg Comer and owned by the Comer family bought the Pell City Plant. Avondale continued in the tradition begun by Pell City Manufacturing Company of operating the plant using both the most modern equipment and technology available to them.

Today, the Pell City Plant continues to be operated using the most modern technology available. In 1981, the plant was converted from a greige goods weaving operation to a manufacturer of quality sales yarn. In 1984, almost 6 million dollars was spent to modernize the Carding and Winding Departments.

The Pell City Plant employs 281 people with an annual payroll in excess of 5 million dollars. The plant produces fine quality yarns for the machine knitting industry. The yarn from the plant is used in outerwear, underwear and in the hosiery industry.

In 1986, Avondale Mills was sold by the Comer family and the other stockholders to Walton Monroe Mills and its President G. Stephen Felker. Other than the different ownership, the company continues to operate by the philosophies that have guided it through its long and illustrious history.

St. Clair County Regional Hospital

St. Clair County has every right to be proud of its hospital's 18 year-old history. The hospital's services include Family Medicine, Internal Medicine, General Surgery, Orthopedics, Urology, Gastroenterology, and Cardiology, to name a few. Consistent with its progressive atmosphere, St. Clair Regional has an Intensive Care, Cardiac Care and Progressive Care Unit, Outpatient care services and 24 hour Emergency Physician coverage. St. Clair Regional Hospital has a capacity of 82 beds.

Whether a patient comes to St. Clair Regional Hospital for surgery, for diagnostic testing or for the birth of a child, the entire staff is dedicated to making the hospital stay a pleasant one. The medical professionals, utilizing today's medical knowledge, procedures and equipment, make this hospital a center for primary, outpatient and preventive care as well as for surgical and emergency treatment. From the registered nutritionists, therapists and pharmacists to the medical records assistants and volunteers, the support staff is always ready to capably serve the patients of St. Clair County and the surrounding areas.

Unlike many counties in Alabama today, St. Clair Regional Hospital has the services of a fully qualified OB-GYN, Dr. A. Willisamson Huff. Dr. Huff has changed the status of St. Clair County by giving St. Clair County the services of an obstetrician.

Dr. Huff said, "Having a baby is like having a birthday, it is a birthday, the baby's first."

St. Clair Countians and Pell Countians appreciate Dr. Huff's willingness to serve in St. Clair County despite the growing number of counties which do not have an obstetrician. They have readily used his services and all

with community education programs, data progressing, planning, staff development, marketing and quality assurance. While no major purchases of equipment, etc., are planned for 1989, Jones said no avenue would be overlooked should major development occur in the medical field. "We are constantly on the outlook for any developments which would enhance our services to the people of St. Clair County and this region."

A major renovation is underway for the lobby of the hospital which has not been changed since its opening. New lobby furniture, paint and decorating is on the drawing

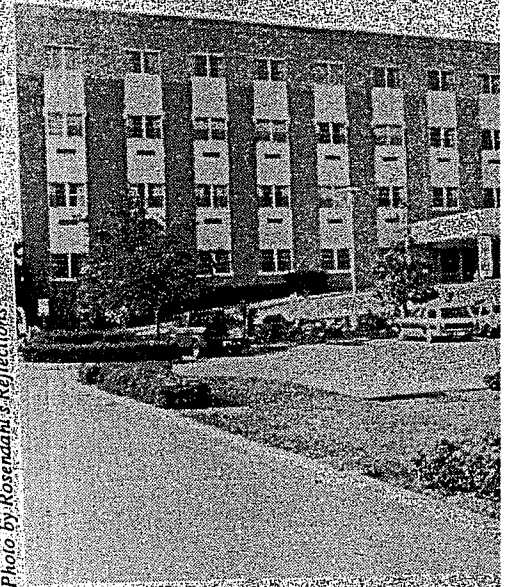


Photo by Rosemary's Reflections

St. Clair Regional Hospital - A Landmark of St.



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board.

Wendy Baker recently joined the staff at St. Clair Regional as Personnel and Public Relations Manager.

Wendy is originally from Phenix City and is now a resident of Birmingham. She is a graduate of University of Alabama with a CBA (Commerce and Business Administration) degree in Human Resources Management.

GOOD NEWS and the people of St. Clair County salute the St. Clair Regional Hospital in this Partners in Progress Edition. The Hospital and its citizens are truly partners!



St. Clair Regional Hospital - A Landmark of St. Clair County and area's growth.

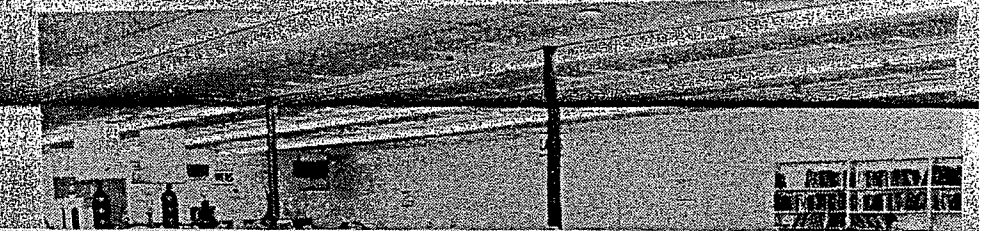


Photo by Rosemary's Reflections



Jack's Restaurant

WELCOME SOMEONE HOME.

The Alabama Reunion '89

PELL CITY SODA FOUNTAIN



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Jack's in Pell Ci

Jack's Restaurant on North Martin St. in Pell City, opened its doors for business in June of 1981. Jack's was then owned by Jack's Food Systems out of Birmingham. In July of 1982, Manna Enterprises, Inc., a company owned by Wayne & Katie Reaves of Pell City, purchased the restaurant from Jack's Foods. Manna also operates 6 other Jack's.

In 1988 Jack's upgraded their Salad Bar and added wings and chicken livers (served from 11 AM - 2 PM and 5 PM - 8 PM). They have also just added an All-You-Can-Eat Catfish Buffet on Friday and Saturday nights from 4 PM - 10 PM and an All-You-Can-Eat



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Chicken Buffet with home cooked vegetables served all day on Sunday and Monday and Wednesday nights from 4 PM - 9 PM.

At the end of 1988, Jack's purchased the lot next door and is expanding their parking lot to add 20 more parking spaces when paved in the spring. They are also planning on doing some re-modeling in the near future.

Jack's is proud of all their employees and the Management Team which consist of Manager, Manuel Fernandez, Breakfast Manager, Brian Reaves, and Assistant Manager, Eldred Mays.

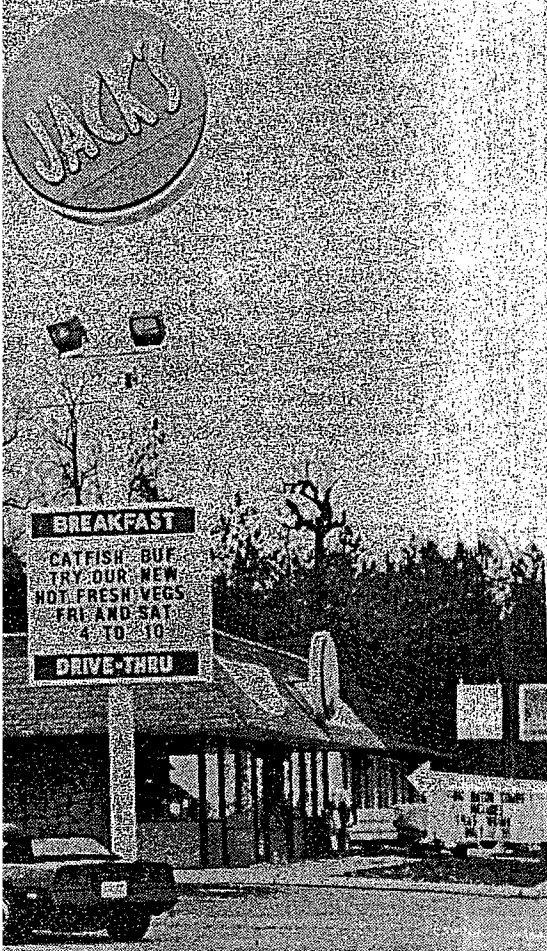


Photo by Rosendahl's Reflectors

ME SOMEONE HOME.
Alabama Reunion '89



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Independent Insurance Agent



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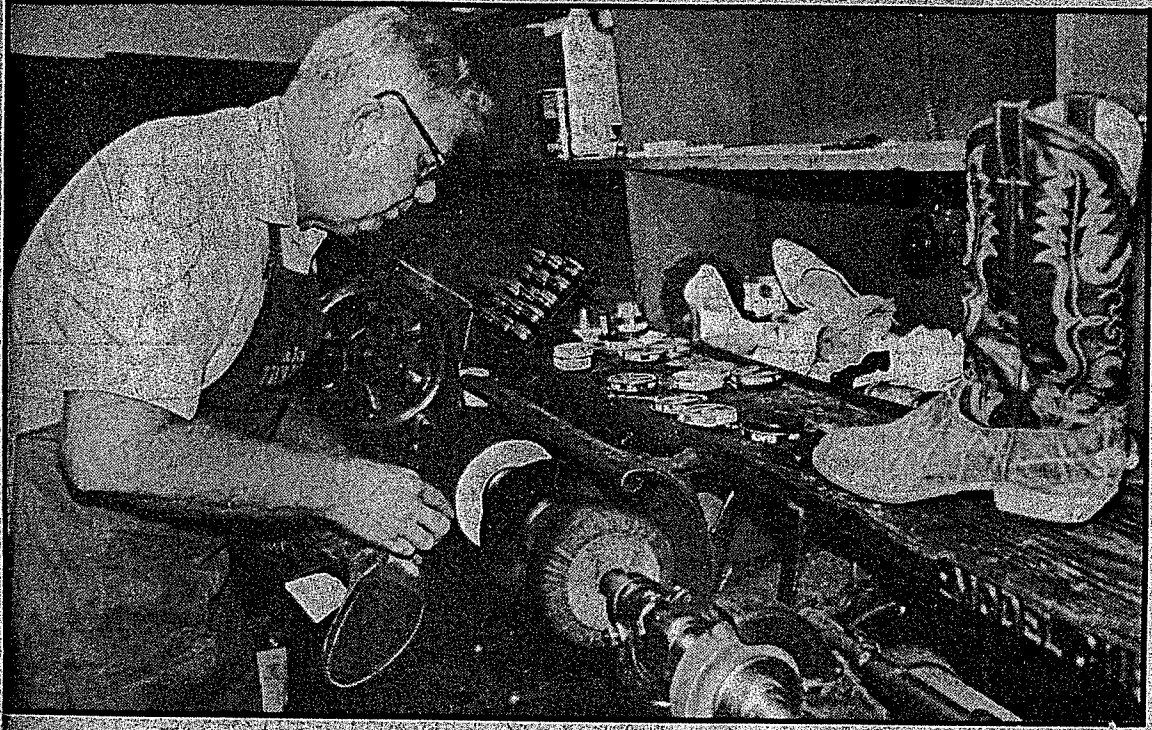
- Carpet Cleaning
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FERRELL REALTY

2209 Martin St. S.
Pell City, AL 35125

es a cat nap between haircuts. He's been on Cogswell Avenue for more than 21 years.



Hubert Harris resoles boots at Cogswell Avenue's shoe shop



Town men gather daily at Hall's Drug Store to talk about the day's events

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Then and Now

City has grown from population of 40

By DAVID HAYNES

PELL CITY — Once purchased by Sumter Cogswell for the meager sum of \$3,000, Pell City has grown from a town of only 40 people in 1901 to a city of more than 6,500 today.

Officially incorporated in 1891, the first mention of Pell City — named for George H. Pell — came in a newspaper article in 1844 identifying it as "the new town east of Eden."

The town showed a promising future until industry left during the panic of 1893-94, according to "A History of St. Clair County" by Mattie Lou Teague Crow.

Cogswell managed to purchase the land where Pell City is now and immediately began promoting what was at the time a dying town.

In 1902, Pell City was chosen by a general election as a branch county seat from a field of four towns: Pell City, Eden, Coal City and Riverside.

An ordinance passed the year before in Montgomery provided for a branch county seat, citing difficulty in crossing Backbone Mountain to reach the county seat at Ashville as the reason.

THINGS WERE going well for the young town in 1902 — a new courthouse and cotton mill were under construction and a new railroad had come into the area — and there were some 1,500 new residents, according to Mrs. Crow's book.

But again the town suffered a setback when the railroad depot, filled with explosives, caught fire and exploded. Northern St. Clair County residents were successful in abolishing the Southern Judicial Division through an act of the state Legislature in 1905. Two years later, however, the constitution was amended and the southern division in Pell City re-established.

When the Pell City Manufacturing Company was sold to Avondale Mills in 1919, it marked the beginning of a partnership between that company and Pell City that continues today with Avondale still the largest employer in town.

THE BANK OF St. Clair County was organized in 1903 and later became the Union State Bank in 1918. That bank,

Savings and Loan Association remain in Pell City today.

According to Mrs. Crow, only one other town in the United States sent more soldiers and bought more liberty bonds during World War I than Pell City.

Pell City continued to grow, and by the early 1950s, it became evident that the old courthouse in Pell City was inadequate. The County Commission was able to construct the present courthouse, which was completed in 1956, without using state or federal funds or increasing existing taxes.

Growth continued, and in 1956 two neighboring towns, Eden and Oak Ridge, merged with Pell City. At that time the population was 3,644, according to Mrs. Crow's book. Other surrounding communities that are now part of Pell City include Seddon, Cropwell and Easonville.

ON OCT. 6, 1957, Birmingham Mayor Jimmy Morgan was in Pell City to emcee the dedication ceremony for the new City Hall, located where the old high school had sat.

A needed shot in the arm came for Pell City when Lake Logan Martin was flooded in the early 1960s. Pell City now had a major new industry — recreation.

The early 1970s saw Pell City continuing to grow, with a construction of lakeside houses booming and an influx of residents who wanted to commute to Birmingham, Anniston or Gadsden and live on the lake.

The one event that today's Pell Citians probably will remember longer than any other came unexpectedly on a gray January afternoon in 1975. Within a matter of minutes, a tornado devastated the city to the point that scars from that storm are still evident today.

BUT THAT tragedy eventually resulted in a federal grant for renovations that changed the look of the downtown area.

In all, \$809,000 in federal disaster funds came into Pell City as a result of the storm, including \$435,715 for downtown renovation, \$204,285 for utilities, \$100,000 for housing rehabilitation and \$70,000 in

All in all, the 1970s were prosperous years for Pell City, according to Industrial Development Board Chairman Ed Ash.

Since the establishment of an industrial park in 1969, a number of new industries have located here. Ash said the new industries account for a total of \$13.2 million in capital investment and more than 600 new jobs with an annual payroll of \$7.5 million since 1970. He added that between 1970 and 1979 sales tax receipts have increased over 400 percent in Pell City.

MAJOR INDUSTRIES today include Avondale Mills, Vollath Refrigeration, Blue Giant Co., Universal Industrial Fabricators, Midland Industries, Superior Utility Products, Dowzer Electric, Frost Plastics, Brekle Research and Development, Alabama Flange, Alabama Metal Forming, Brandt Manufacturing, Prairie Tank and Construction, Tinsley Supply, Allright Machine and Pell City Fabricators.

The seventies also saw construction of a new Civic Center at Cropwell, expansions in the city's water system and the opening of St. Clair County Hospital in 1970.

Last year a new fire station was constructed and a fourth floor added to the hospital (scheduled to be opened later this month).

The two major projects for Pell City in 1981 will be beginning construction of a new sewerage treatment facility and a city-county park on Lake Logan Martin.

TODAY, PELL CITY'S future still looks bright, despite a slacking of commuter residents moving to the lake from Birmingham.

But the high energy costs that are now discouraging expansion of lakefront housing could be a blessing for Pell City in another way.

If the proposed opening of the Coosa River for barge traffic comes to pass as predicted in the 1990s, such river transport would be less costly than other trucking or shipping by rail and would put the city in a good position for

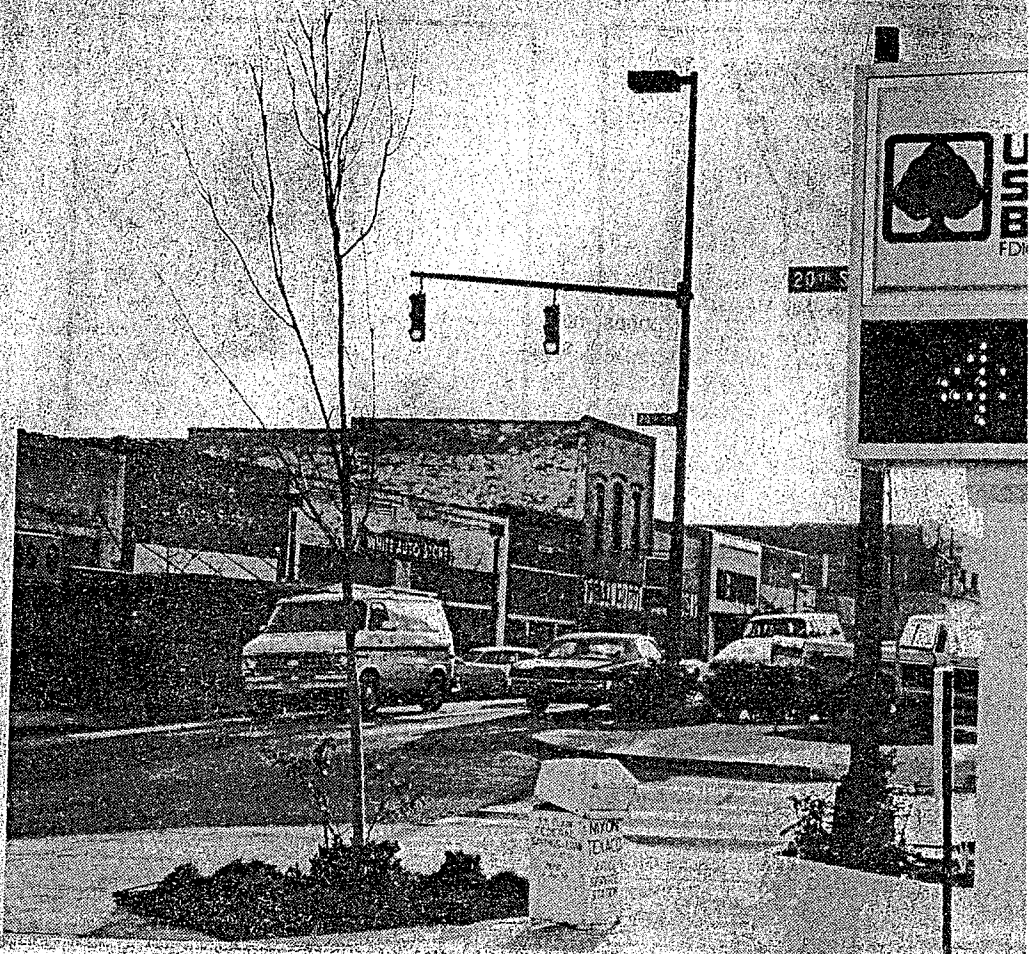


... afternoon as it 10 p.m.

Pell City...



Looking East on Cogswell Avenue during the early days of Pell



This clock at Union State Bank in Pell City stopped at 4:10 p.m. Jan. 10, 1975, when a tornado destroyed most of the city's business district and many residences. For months after power was restored, the clock was a grim reminder of continued to

Pell City has kept pace with growth of Alabama

There are 11 incorporated towns in St. Clair County: Pell City, Ashville, Ragland, Riverside, Margaret, White's Chapel, Moody, Branchville, Odenville, Springville, and Steele. Of this number, only Pell City can be classified as a small metropolis. Although it is the youngest of the 11, it is the one which, through the enterprise and resourcefulness of its citizens, has kept pace with the growth of Alabama. In the year 1901 Pell City had a population of 40; today the count stands at 5,602. It may rightly be called "the town that refused to die," for in its early years it suffered a number of setbacks that would have proved disastrous to people of lesser stamina. Laura Kate Eatman Gray, a native of Pell City, has prepared the story of the town for this publication.

Pell City is situated in the southeastern portion of St. Clair County. To the north are the beautiful mountains which divide the county into two geographical sections. To the south, the placid Coosa winds its way to join its sister rivers on their voyage to the gulf. The town is here because of three early railroads that met in the very center of what is today its business section, and because of the foresight of one man, Sumter Cogswell, who upon seeing the location for the first time, was so impressed with its beauty and natural advantages that he immediately began using his talents and energy toward the promotion of a modern city.

The May 4, 1844, issue of The Southern Aegis, a newspaper published in Ashville by George R. Cather, stated: "Pell City is the name of the new town east of Eden." The June 4th issue of the same paper reported that "on June 1st, Articles of Incorporation for the Pell City Land Company was filed in the office of the probate judge." The first town charter

was granted on the 28th of October, 1887. Green Evans was the first mayor. The incorporators were John B. Knox, T.S. Plowman, D.M. Rogers, J.A. Savery, John Postell, and John W. Inzer. With the exception of Mr. Postell and Judge Inzer, all of these men lived in Talladega. John W. Inzer was the attorney for the East and West Railroad, and he and John Postell are credited with having named the young town for George H. Pell.

John Postell had been a captain in the Confederate Army, and he was a close friend of Judge Inzer. He was a builder of railroads and served as chief engineer when the Flagler Railroad system was built in Florida. He was general manager of the East and West Railroad when it was built through Pell City in 1887. His wife was the talented and distinguished Lucinda Katherine Hudson who traveled extensively in this country and in Europe, and had been presented at the court of King James.

In 1887, the three railroads, the East and West, the Talladega and Coosa Valley, and the Georgia Pacific, built a joint depot on block 43 of the town of Pell City. The East and West was later sold to the famous New York family of Pells for whom the town was named. This railroad later became the Seaboard Airline Railroad. The Talladega and Coosa Valley Railroad extended from Renfroe, a distance of almost 27 miles, in 1887. The first eight miles of the road were built by Rogers and Franks, lumber dealers, and for years D.M. Rogers managed it. On October 1, 1890, it was merged with the Birmingham and Atlanta Railroad, and between 1886 and 1899 many short branches were built to ore beds. The road was primarily built for the hauling of lumber, but, when Talladega Furnace was erected, it

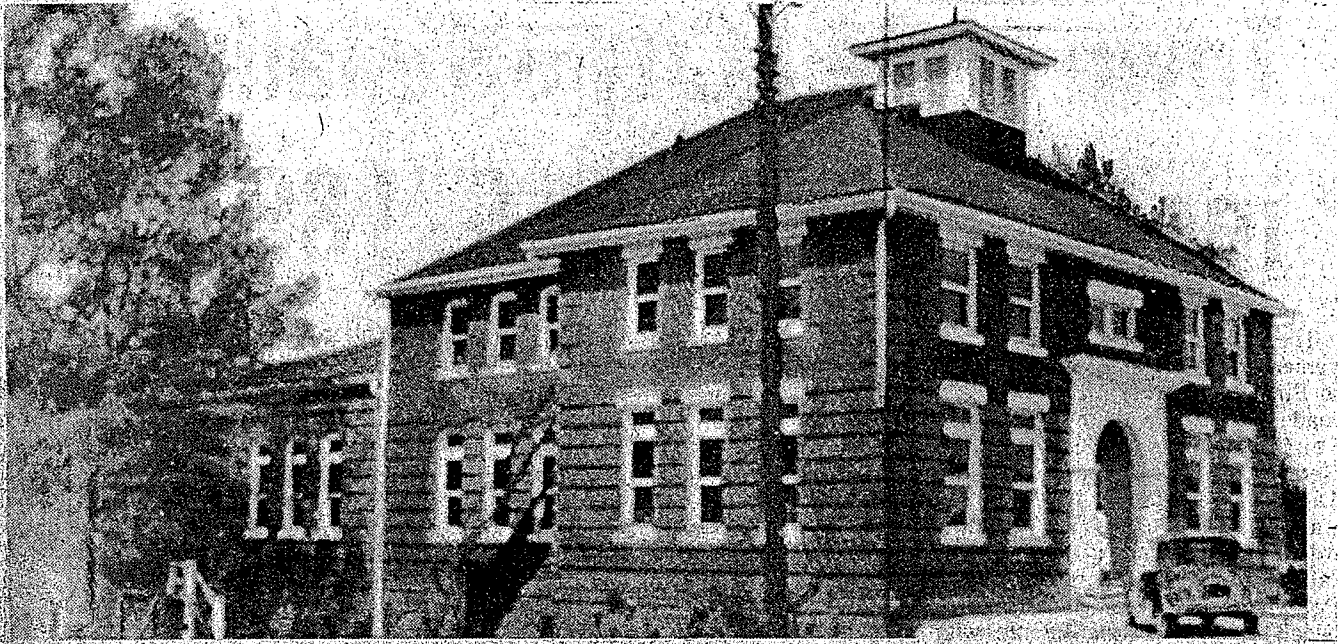
became the ore.

The late Mr. Inzer enjoyed telling how he fell into the Coosa. He crossed the river on a wooden bridge one day under a heavy load. He had proved to be a colored port conductor. He was not saved the day Jordan Cranford was every passer by them to Mr. Inzer. top of the car

High school students are eligible for overseas study scholarships

WASHINGTON — Additional scholarships for international exchange programs are available to

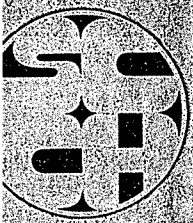
"We are seeking students open to adventure, with good academic background, who want to spend a



Pell City High School, now City Hall building.

for hauling iron

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St. Clair County Hospital

OPEN HOUSE



Pell City horse

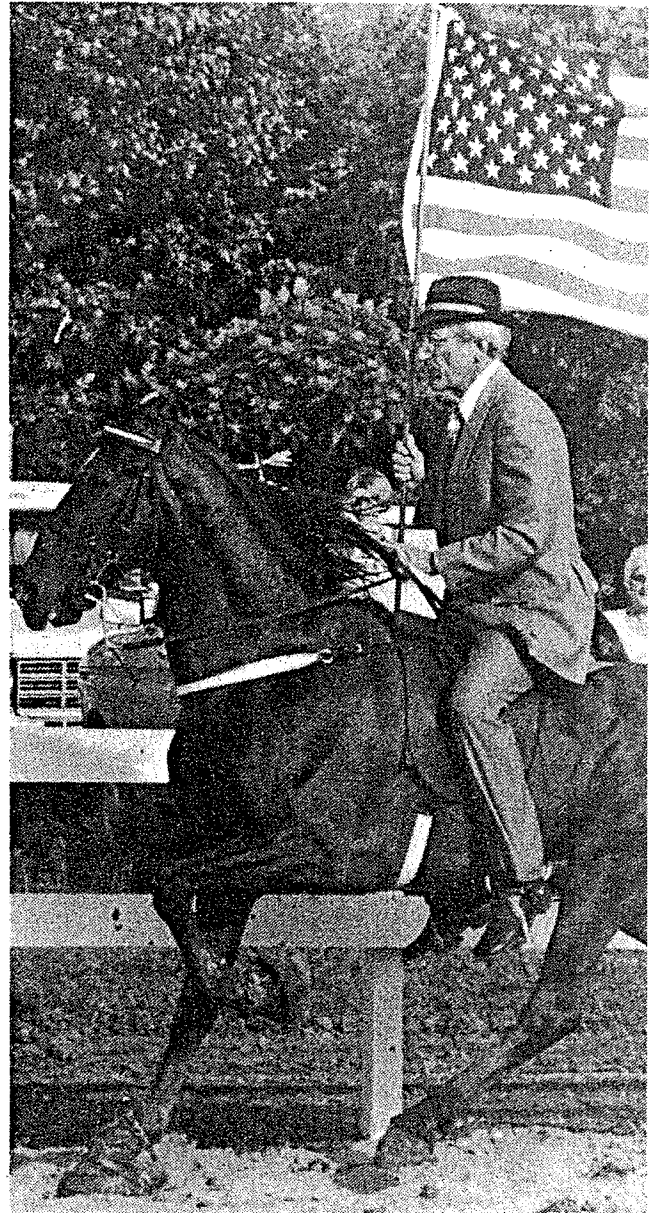
Declaring Saturday night's first-ever horse show in the newly constructed Tom Tucker Arena, organizers are anxiously looking forward to next year's show. According to Nan Strickland, over \$5,000 was raised for the Boys Ranch after nearly as much was paid for expenses.

Mrs. Betty Turner estimated 150 horses in 27 classes competed in the show for cash awards and ribbons.

The show marked the first time the arena had been used and was dedicated by Pell City Mayor Hugh Williamson to the memory of Tom Tucker, a native St. Clair Countian who was a life-long promoter of horse shows.

Mrs. Tom Tucker, his wife, son Jack and Mrs. Tucker, and niece Miss Naomi Lee were on hand for the dedication ceremonies. The National Anthem was sung by Rita Foster, who was accompanied by Connie Concord, and Dr. John Haynes made the inaugural ride around the show ring carrying the America Flag to kick off the night.

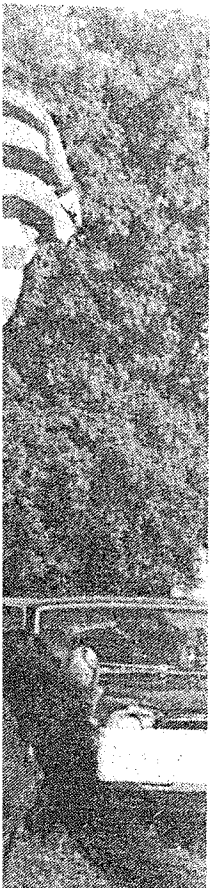
Over 750 sandwiches was served the hungry crowd and all associated with the show declared it a smashing success. (News-Aegis photos by Mike Moser)



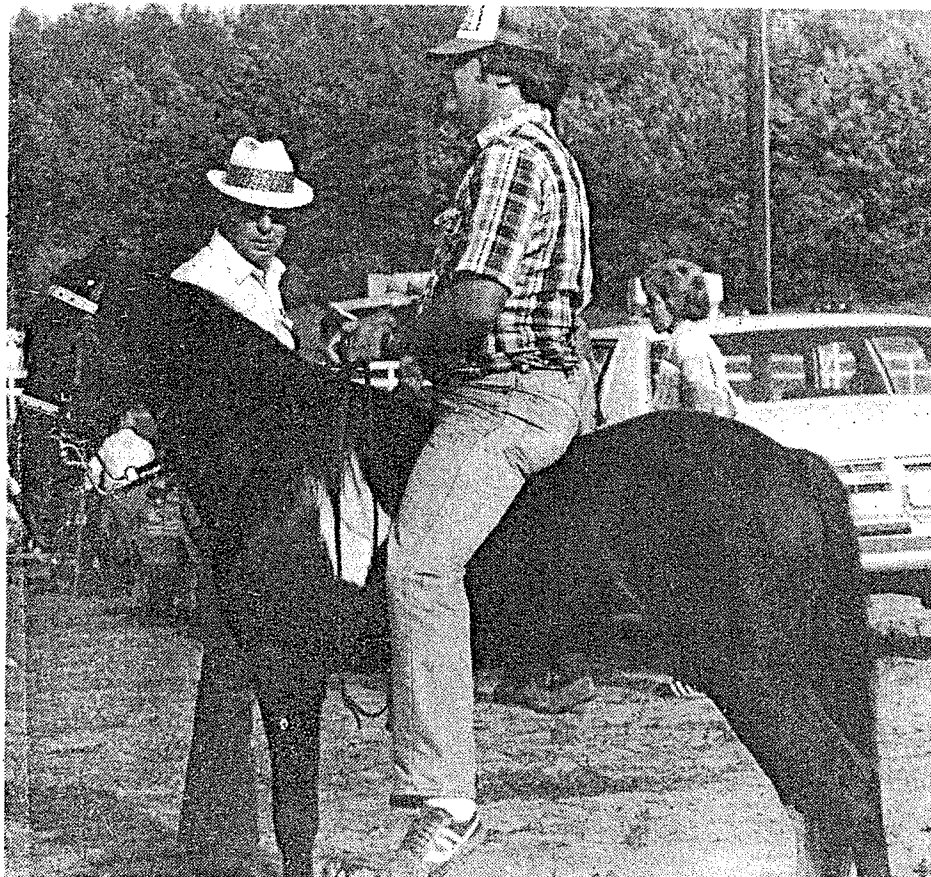
Dr. Haynes carried the fl



how saluted as success



Sonshine Farms of Pell City was represented



Tall in the saddle

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