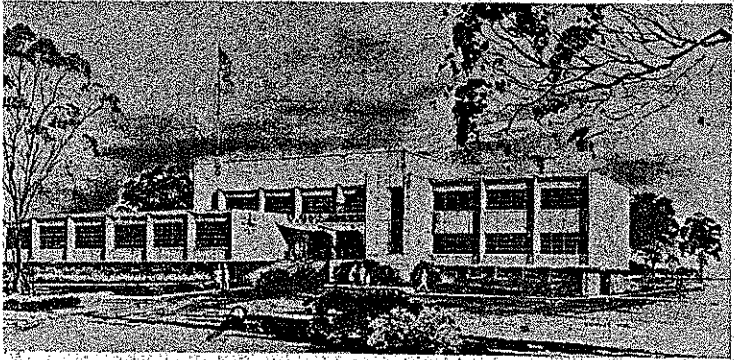
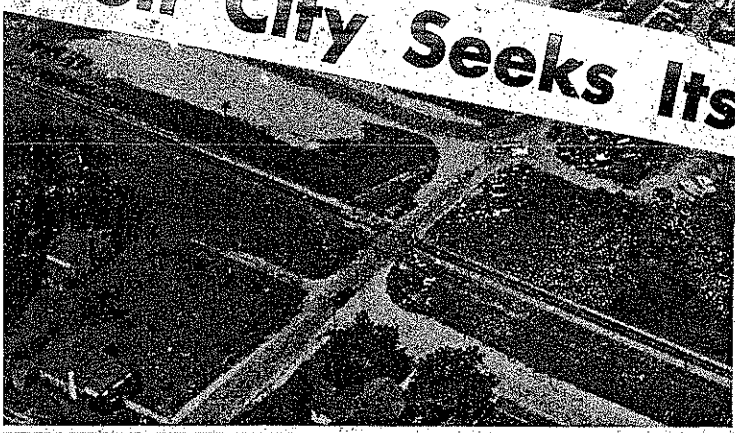


Alabama

The News Magazine
of the



Pell City Seeks Its Industrial Destiny



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Helping Develop Alabama

The Actual Aim

THE ATTORNEY GENERAL'S office, with its elected chief in absentia under a cloud of criminal prosecution and mental irresponsibility, announces that Alabama will file no brief, make no argument before the U.S. Supreme Court in connection with "implementation" of the court's high-handed decree against race segregation in the public schools.

While we have been puzzled and concerned over Governor Persons' failure to call the Legislature to take action which is so widely deemed necessary to meet the mounting school-segregation crisis, this is one form of official inaction which we can heartily approve. In fact, we applaud the decision of Acting Attorney General Sykes.

To give this unrealistic and potentially disastrous Washington edict the recognition of a formal legal pleading in cases to which Alabama is not a party is beneath the dignity of the injured people of the state. Moreover, this avenue of opposition to a political decision by a tribunal now fallen subservient to radical social reformers is patently useless. Legalistically speaking, the ax has fallen. Who can argue successfully with his head already lopped into the guillotine basket?

The present personnel of a once august and unreachable bulwark against alien ideas and influences which would undermine America's strength and if possible effect its downfall have now succumbed to the appeasement propaganda of communistic troublemakers and home front bleeding hearts who say the U.S. must save its face before other races and nations by abolishing traditional safeguards against unwelcome integration. Sadly true are the words of Charles Wallace Collins at Harmony Hall in Oxon Hill, Maryland: "The court has invited the white attorneys general of the Southern states, in effect, to participate in the South's own funeral."

Mr. Collins, author of "Whither Solid South," speaks out plainly and declares that "fantastic as it may appear, the social aim [behind desegregation] is a Negroid South." His penetrating analysis of issues underlying the race integration campaign has been brought to our attention by the American States Rights Association — a good recommendation in itself for careful reading and thoughtful consideration. He writes:

"The school segregation cases were twice argued before the court but the real issue was not discussed by the lawyers on either side nor by the court during argument or in its opinion. All of the official talk was about segregation. But during the last few years the Negro leaders have set their sights much higher. Their aim is not integrated education of the races but racial integration as an end in itself."

He explains: "To integrate is to combine the parts into a whole. To integrate races of people is to produce one race where two or more previously existed. . . . The question here involved is not concerned with educational policy or with educational practices in the public schools. These Negro

leaders know that, under the present system in the South, a Negro, under the 'separate but equal' rule, can obtain a satisfactory education. The question in these cases is how to employ the coercive power of the federal government to produce racial integration in the South.

"The public school system was seized upon as the one instrumentality under which the whole population from the age of six to twenty-two could be held in coercive physical contact from early childhood to maturity. [In the Supreme Court] they finally found 'the new climate of opinion' for which they had been seeking."

Concerning the school crisis itself Mr. Collins endorses the method already being employed by some of Alabama's sister states and proposed for this state by leading legal and legislative students of the problem, a proposal which Governor Persons has thus far resisted for reasons best known to himself. But Mr. Collins is too practical to suggest any effort by argument or legal pleading, however persuasive this might be, to swing back the court from its long-planned and deftly-delivered decision. It is obvious that the decision already has inflamed many misguided minds to press recklessly for full surrender of Southern mores even before the court has a chance to complete its kill.

Aware as he is that much more far-reaching goals are at stake, Mr. Collins suggests (and we report it for your information) that nothing less than immediate Southwide organization — secret if necessary (but not a revival of the Ku Klux Klan) — can stem the tide which is moving relentlessly toward amalgamation of races resident in this country or war on victorious terms at the battlefield being set up in the midst of the Anglo-Saxon South.

Author Collins is no ranting alarmist. His calmly-expressed position has plenty of company in the published views of other thoughtful Southerners like Alabama's John Temple Graves, who sees the Negro's only hope in amicable segregation from white people; Louisville's Mark Etheridge, first chairman of FEPC, who calls the incitement to end segregation "a cruel disillusionment, bearing the germs of strife and perhaps tragedy"; and Mississippi author William Alexander Percy (*Lanterns on the Levee*), who states:

"In the South the one sacred taboo, assumed to be Southern but actually and universally Anglo-Saxon, is the untouchability of white women by Negro men. . . . Even to question it means the shattering of race relations into hideous and bloody ruin."

Even "liberal" editor Hodding Carter, another Mississippian and a Pulitzer Prize winner for his "tolerance" on the race question, agrees with Mr. Collins on the underlying aim of the desegregation drive: "The ultimate issue is essentially sexual in nature and cannot be ridiculed away or legislated out of existence. . . . I share this insistence on sexual separateness, for I can see no good coming out of blood fusion for the white and Negro people of the United States."

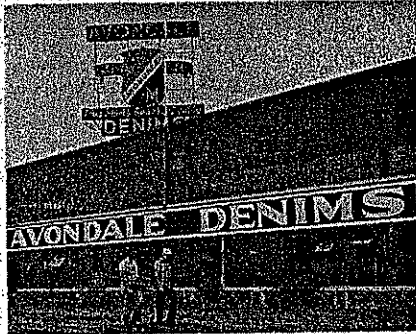
This journal finds itself at home in this line of thinking and recommends it to everybody's earnest consideration.

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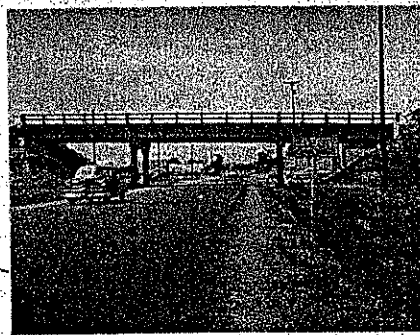
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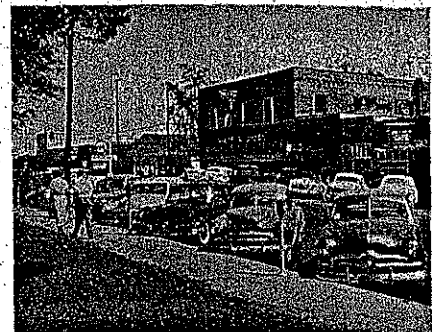


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Folsom & Cabinet Agree On School Segregation Policy

Aim Will Be To Give Local Boards Decisive Power

THE FOLSOM administration's approach to the school segregation problem will be at the grassroot level, with local school boards exercising broad powers in the classification and assignment of students.

Towering Democratic gubernatorial nominee James E. Folsom and the men who will hold key posts in his second administration agreed on this policy at a recent planning conference in Cullman, Alabama learned this week.

Governor-to-be Folsom took a leading part in the huddle and emphasized his belief that the most effective way to deal with the oncoming segregation crisis is to "make local school boards the bosses."

Some new legislation to strengthen the hands of local school authorities will be necessary, the conferees agreed.

It is the belief of nominee Folsom and his lieutenants that segregated classrooms can be continued in Alabama without abolishing the public school system and switching to a network of private school systems.

Standby Procedure

BUT THIS does not mean that leaders of the incoming administration are thumbs down on the recommendation of special committees of the present Legislature and State Bar Association that a provision making mandatory the operation of a state public school system be removed from the Constitution by vote of the people. It means only that Folsom Administration No. 2 plans and hopes to continue public schools without integrated classes.

If the mandatory public school provision is removed, the next Legislature would be free to try other measures if subsequent Supreme Court decisions struck down the program the next state administration proposes to try out in the belief it will work.

Much of the program recommended by the legislative and bar committees contemplates an effort to operate segregated public schools as at present, by conferring increased powers on local educational authorities. The proposed constitutional change removing the mandatory public school clause would be held in abeyance, after ratification, as a standby expedient if it should develop that a switch to private schools in some sectors was the only way segregation could be maintained.

This week many legislators joined in the movement for an early special legislative session to act on the recommendations of the bar and legislative groups, but outgoing

Governor Gordon Persons continued to stand pat. In informed capitol circles, odds were being offered that the governor would not reconvene the lawmakers during his remaining four months in office.

Outlook now, therefore, is that the entire segregation problem, including the carefully-considered proposals of the investigating groups, will be passed on to the next administration, which takes over in January. The developments at the recent policy-making meeting in Cullman have demonstrated that the new regime will have a program ready when it assumes the reins.



MEADOWS . . . seeks a big bond issue.

Whence \$150 Million?

ALABAMA'S incoming superintendent of education Austin Meadows has laid before Jim Folsom his plan for a whopping \$150 million school building bond issue, but the next governor has withheld his approval.

Lieutenants disclosed this week that Folsom and his policy-making group felt a bond issue of such magnitude should be carefully pondered from numerous angles—including the angle of where the additional taxes to finance it would come from.

During discussion of the Meadows-Alabama Education Association program it was pointed out that the Highway Department will be in financial straits at the start of the new administration, that federal funds will be awaiting state matching, and that road bonds with an amortizing gas tax may have to be proposed as the only way out.

The view was expressed that a simultaneous campaign for new taxes to finance a

\$150,000,000 school bond issue might send the tax burden soaring to a point that would hamper the incoming regime's carefully-laid plans to bring many new industries to Alabama and increase payrolls across the state to the highest point in history.

The studied approach of Folsom and the men around him to financial problems was another indication that the next administration will go slow about backing proposals that might retard its program for full-scale industrial development.

Appeal

TURNED down by Jefferson County's Circuit Court was Attorney General Si Garrett's attempt to have 1) his vote fraud indictment thrown out and 2) the sanity hearing ordered by Jefferson County Solicitor Emmett Perry quashed. His attorneys plan an appeal to the State Supreme Court.

Battler

IT WASN'T yet official, but inside sources said this week that next Governor Folsom's legal adviser will be Cullman's 32-year-old Attorney Murray Battles, an ex-Marine who was wounded in the Pacific. He is a graduate of the University of Alabama Law School, has practiced since 1949. His first fling at politics was his active part in Folsom's 1954 campaign.

Secret

BIG JIM has picked his ABC Board chairman, but will not announce the appointment until later in the year. His choice will raise many an eyebrow, win widespread public approval.

Salvo

WITH Folsom nearly ready to start a swing around the state, GOP gubernatorial candidate Tom Abernethy continued his hard-hitting speaking campaign this week with pledges he would "maintain home rule" and wage war on "dominant Democrats of this state who have failed to resist South-haters."

Mobile's Press said his blast at non-resisters was "evidently aimed at Senators Lister Hill and John Sparkman and State Democratic chairman Ben Ray."

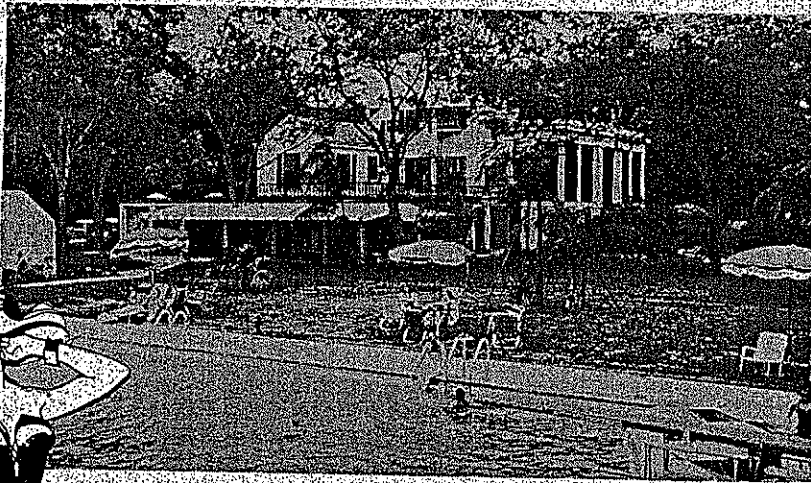
The two-fisted Talladega editor charged in every speech that the National Democratic Party is now pledged to the "destruction of states' rights."

Talladega's Ed Hyde resigned as a member of his County Democratic Committee to join the Abernethy forces as an active campaigner.

Remedy

TALLADEGA countians who had fully expected some fireworks when the election-probing grand jury made its report were stunned by the sweeping remedial recommendation when it was made last week.

Nothing less than complete reregistration of all the voters could set straight the ma-



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chinery fouled by ignoring the registration laws over a long period of time, the jury stated—meanwhile returning three indictments for alleged election fraud in the May 4 primary.

The jury estimated that more than one third of the county's voters and practically every one of the five or six thousand persons who registered since January 1, 1954, are improperly registered—and urged the registrars to restudy regulations to avoid repeating their serious (though not wilful) errors. Their last procedure, said the jury, permitted hundreds to vote without taking the required oath.

Two indictments (on voter-intimidation charges) were returned against Sylacauga's Frank A. Williams and one against his wife. Eight other complaints investigated "did not justify" true bills.

Estimating that reregistration of the voters would cost Talladega County \$10,000, Probate Judge D. Hardy Riddle favored exploring every other possibility first for correcting the situation. Praising the thorough probing he said:

"I am glad the grand jury after this exhaustive investigation has concluded that no election has been bought or sold in Talladega County."

ENTERTAINMENT— Showman

ALABAMIANS will have their first chance to hear the master pianist-showman Liberace in person October 25 (at 8:30 p.m.) in Montgomery's big Coliseum. Southern Enterprises, Incorporated, a group of prominent Capital businessmen, will bring the amazing virtuoso (he can play 6,000 notes in two minutes) for his only Alabama appearance.

The coast-to-coast television star will perform from a stage in the center of the vast arena—with some "big names" among 45 other musicians there with him—and a sellout of the 14,000 seats appears certain. Price range: \$5.50, \$4.85, \$3.50 and \$2 (general admission). All ticket sales are being handled by Central Ticket Agency, Montgomery.



WEATHER—

➤ ALABAMA's urban areas were also feeling the water-shortage pinch which has brought disaster to Alabama agriculture this Summer. With five cities restricting water usage and a dozen others about to take the same extreme measures as wells and streams went dry, the state was declared a "major disaster area" and the more serious affected parts made eligible for appropriate aid.

Full interpretation of the benefits to farmers of this designation was awaited. The five cities restricting water usage last week were Albertville, Auburn, Clanton, Sylacauga and Tuscaloosa.

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INDUSTRY

Marion Gas

IN THE rapid spread of natural gas through Alabama since passage of a 1951 Legislative act authorizing municipal gas districts (non-profit public corporations composed of member towns), no group has started with the advantages of the Northwest Alabama Gas District formed in 1952 by the towns of Bear Creek, Boston, Guin, Hackleburg, Haleyville, Hamilton, Sulligent and Winfield.

What makes this district unique is a local supply of natural gas from three wells in Marion County which can be used to supplement the main source of supply during peak periods. Bulk of the gas will come from tying into Southern Natural Gas Company's main line through Tuscaloosa County, and—in addition to customers in incorporated towns—gas will be available for rural residents who live along the lines.

Bonds (handled by Birmingham's Hendrix and Mayes) in the amount of \$3.6 million have been sold to Chicago's Nuveen and Company. A contract has been let to Birmingham's P. A. Buchanan Contracting Company with Polk, Powell and Hendon as engineers. Work should be underway within the next 30 days.

Officers of the Northwest Gas District are Haleyville's V. H. Albright, president; Hamilton's Rankin Fite, secretary and attorney; Winfield's Bob Moore Jr., attorney.

➤ **PREMATURE** announcement that Guin is to get a 75,000-square-foot, \$350,000 plant of Minnesota Mining and Manufacturing Company was made by Birmingham's *News*. Sources in Marion County say they have been negotiating with the St. Paul (Minnesota) firm, but any official announcement will have to come from the company.

➤ **ABOUT** to embark on an expenditure of \$100 million on the Coosa River and \$30 million on Warrior and Sipsey Fork, Alabama Power Company directors met at Montgomery with a number of businessmen, heard Chairman Thomas W. Martin plead for an atmosphere in this state that will encourage outside investment capital. Making the meeting especially significant were the presence of Senator Lister Hill and Congressman George Grant and a letter from Governor-nominee James E. Folsom, who pledged cooperation.

➤ **PARENT** company of Birmingham's Connors Steel Division, H. K. Porter Company, has acquired a substantial majority of the common stock of St. Louis' Laclede-Christy Company, which is listed on the American Exchange. The Porter group, headed by President T. M. Evans, includes in addition to Connors and the new refractories firm, nine other manufacturing units in the U.S.

➤ **MERGER** of Birmingham's First National Bank and the First National Bank of Bessemer was announced after a meeting of the boards of the two banks. This represents total resources of \$307,021,943 of the Birmingham bank and \$14,600,000 (as of last June) of the Bessemer bank.

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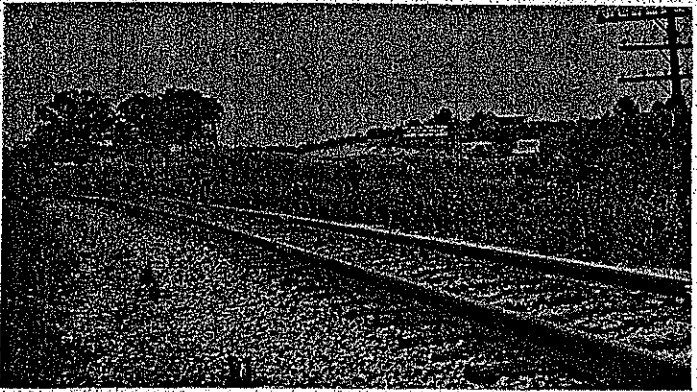
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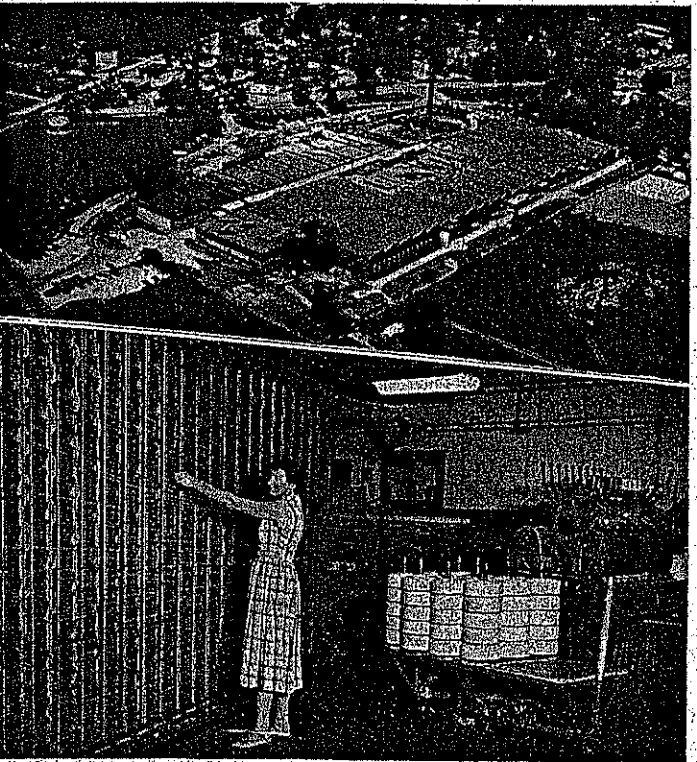


COOSA RIVER near Pell City will have Alabama Power Company dams providing ample power and navigation for industry, recreation for the people.

Coosa Plans Push Pell's



SOUTHERN Railway and two federal highways (78, 231) run by the 30-acre industry site purchased last week by Pell's foresighted Chamber of Commerce.

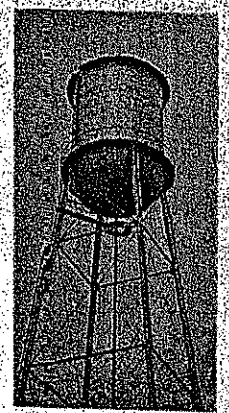


AIRVIEW of Avondale Mills' Pell City unit (top) and one of the 700 mill employes tending a warping machine.

LONG BEFORE hydro-electric and deep-channel navigation development of the upper Coosa River approached its present private-capital activation, Pell City seers were in the vanguard of dreamers of what this could mean—industrially and in other advantageous ways—to the southern sector of St. Clair County.

Now, while preliminary surveys for location of five dams between Wetumpka and Rome, Georgia, are being rushed (one of them projected for Pell's own area), the pulse of public pride and promotion has assumed a definitely faster beat.

The progressive City Council is stretching to set a commanding pace in conformity



with last year's more than doubling of the corporate area (thereby increasing the population 50 per cent—to over 3,000). And the far-seeing Greater Pell City Chamber of Commerce (which embraces neighboring Eden, Oak Ridge and Riverside), last week took a daring industrial step while experiencing the pleasure of actually landing one small but strategic new industry. Meanwhile these forward moves had their county-government counterpart as bids were received on a modernistic \$500,000 Pell City courthouse.

Though crumbling from long disuse since development of faster overland transportation, the upper Coosa's series of shallow-draft locks (see top cut) do attest to the waterway's transport potential for an already established and still expanding Dixie industrial region. It would provide cheaper and more convenient movement for certain heavy-equipment products than can highway or rail, as vital and handy as these are.



Men For Jobs

BUT, ALONG WITH THE river's electric power possibilities long ago envisioned by U.S. Army Engineers, these hopes have thus far seen only delay and frustration while growing places like Pell send much of their quality manpower to distant jobs at Anniston Ordnance Depot, Childersburg's powder (now newsprint) plant and Birmingham industries.

This time it took more than fence-mending oratory by Alabama congressmen to rouse the people afresh to great expectations—but this time there was, in fact, much more behind it. With the senators and representatives playing their part (only TVA-loyal Bob Jones stood aloof), an American-Way measure was passed to permit Alabama Power Company (as Federal Power Commission licensee) to carry through the \$100,000,000 five-dam development. This act of the Eisenhower era to swing back the socialistic public-ownership pendulum was widely hailed and had very few detractors.

Investment

THROWING THE INAUGURAL SWITCH on the first upper-Coosa dam may be some years away, but Pell's getting set. Last week in a back room at vigorous elder citizen Pat Roberson's Union State Bank key C. of C. officers drank Coca-Cola and totaled up big-and-little checks while the owner of a desired 30-acre industrial tract awaited the verdict. Banker Roberson stood ready to assure the investment purchase although his own farm breeding still shrinks from the flooding of any rich Coosa lowland.

The whole group from optometrist President Roy Coshatt down was cheered that same night by the report of hardwareman J. Roger Moore, Chamber secretary, that Southern Tool & Machine Company will move its high-skill operation from Atlanta to Eden as soon as a building can be erected. Owner J. T. Cooper, who for six years had run Anniston's Cabometer, Incorporated, before starting his own firm in Georgia, had been dickering for a location with plenty of



MAYOR Kilgroe, councilmen J. H. Stokes (druggist), E. L. Love (autos), Edmund Blair (publisher), J. B. Embry and J. L. Garrett (oil).

ustrialization



UNION STATE BANK (top) is Pell's solid commercial center headed by civic leader Pat Roberson. CENTER: 50-bed modern hospital built by the late Dr. R. A. Martin. BOTTOM: Newest church — First Baptist.

space for future expansion and a labor supply not so easily enticed elsewhere after getting his intensive training.

Meanwhile other Chamber projects were pushing progress and public appreciation in

many directions. For instance, in recognition of the life-blood role long played by Avondale Mills whose 700 workers are now exclusively manufacturing denims, a "Denim Day" some Saturday soon will find Pell City full of overalled amblers, denimed dames and blue-jeaned belles. Now humming three shifts in productive employer-employee co-operation, the 1902-founded operation entered Avondale's ten-mill system in 1919 and has enjoyed the many benefits fostered by founder Braxton Bragg Comer (Alabama's governor 1907-11), sons Donald, Bragg and Hugh and grandson J. Craig Smith, the present president. Example of an Avondale "extra" for its employes was purchase of picturesque *Walter Lake* below Pell for their recreation.

Not forgetting agriculture's importance to St. Clair economy, especially in the lower section, the Chamber boosts farm advancement and rural-youth recognition through an aggressive committee headed by assistant county agent W. D. Jackson. Sponsoring businessmen tours or stand-out cattle, dairy and hog operations; fostering youth rallies and achievement competition; promoting reforestation, conservation and marketing activities are among the organization's projects.

More Meat

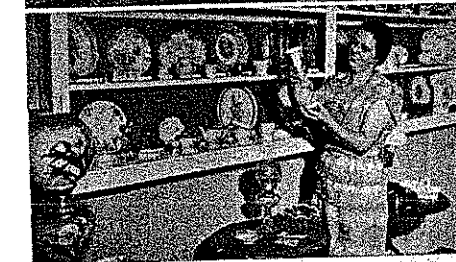
AN EVENT of this month in cooperation with the state Agriculture Department was the annual 4-H Club Dairy Show (poultry and food preparation competed, too) wherein Holsteins from showplace "War Eagle Ranch" (owned of course by an ex-Auburnite, James Cagle) contended along with fine Jerseys and Guernseys for \$200 in prizes.

Vying with cattle as a St. Clair meat crop is high-quality poultry, with the result that Pell City boasts one of Alabama's outstanding hatcheries owned by J. W. Jordan and E. O. Littlejohn. This livestock trend, as elsewhere in the state, has vastly revamped St. Clair's agricultural output—since cropland is largely confined to the river borders and along tributary streams cutting back into its predominance of mountains. Cotton acreage has dropped below 10,000 from its onetime 30,000—an indication of the progressive swing which, qualitywise, is bringing farmers' concern with pure-breeding into the forefront of agricultural thinking.

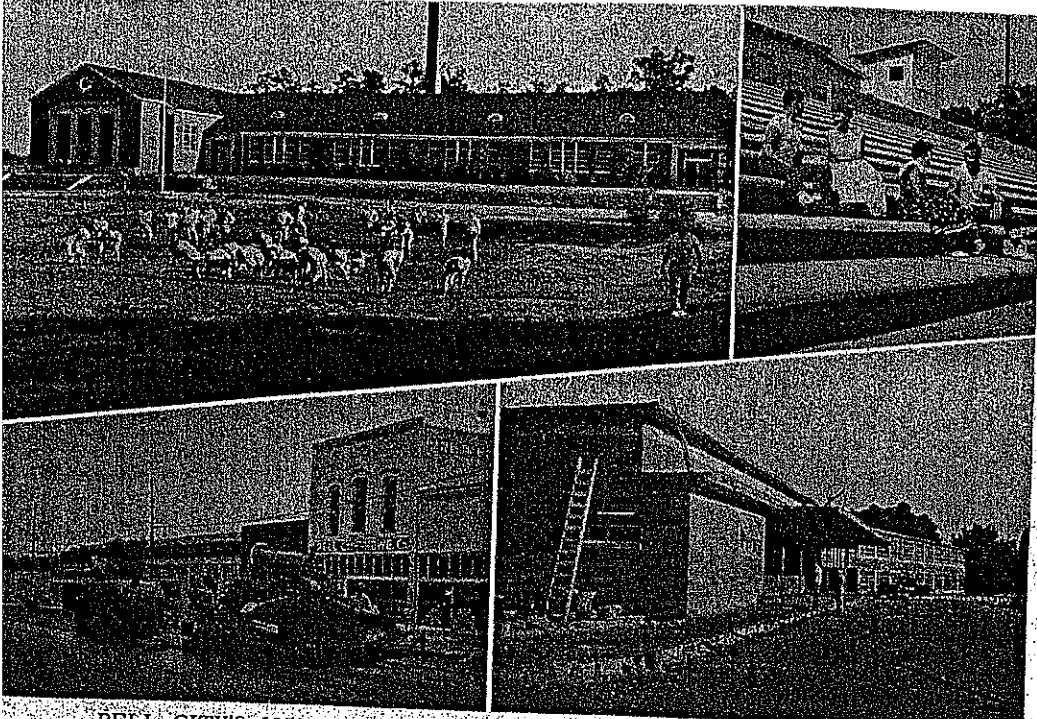
The Cagles (who inherited her father's five movie theaters) run 500 head of Angus, Herefords and dairy cattle on their 750-acre

ranch. After being practically "raised in a ticket booth" Mrs. Mildred Higginbotham Cagle took to animal husbandry wholeheartedly with her farm-loving husband, a former St. Clair extension service employe, and is especially proud of bidding in two top "Carnation-breed" heifers and a bull at August's first Alabama Holstein Show in Birmingham.

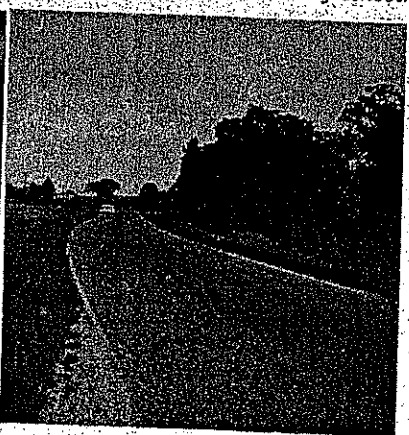
Pell's industrial potential as new power and transport factors come into view resides to an extent in native raw products like timber, coal, limestone, bauxite, and brick clay which have produced substantial income for the area, but more in its abundant supply of intelligent and industrious labor, skilled and semi-skilled or susceptible to



HOME of Mrs. J. B. Lawley typifies Pell City's best. CENTER: homes in new Oak Ridge subdivision show growth. BOTTOM: A hobby-turned-profitable is antique dealing by Mrs. Joe Kilgroe and Pell's mortician-Mayor Kilgroe.



PELL CITY'S 1953 football champion Panthers are shown scrimmaging in front of the modern high school (top left), which also has a fine stadium in back. BOTTOM views show paving of Cogswell Avenue, nearly completed construction of new elementary school.



BIDS on St. Clair's new Pell City courthouse were recently opened by architect Martin J. Lide (left) and able Probate Judge M. W. Fornan, Springville banker, who has had national recognition for the network of county roads (right) built during his three-term administration.

specialized training. The labor supply so far exceeds the local demand that at present the big Army ordnance depot near Anniston (20 miles away) is, for employment purposes, Pell City's second largest industry.

The city, which originally outgrew older neighbors like Eden, Riverside and unincorporated Cropwell because it was the crossing of east-west and north-south rail roads, still is served by one mainline railway (Southern)* and is still a busy crossroads—with an overpass serving traffic of U.S. 78 (east-west) and U.S. 231 (north-south), both heavily traveled by tourists and commercial cargo. And unsurpassed for a farm-based county is St. Clair's own road network spider-webbing from Pell.

The county government's faith in Pell is proved by its plans to put a magnificent courthouse there in place of the unattractive 1902 structure which makes the city Ashville's alternate county seat (since the early days when crossing the rugged ridges was tedious and, at times, impossible). Designed by the top-flight Birmingham architectural firm of Martin J. Lide, the two-story building (plus basement) will be of granite and stone construction, air-conditioned throughout, have its own intercom system and am-

* The Seaboard runs through Coal City six miles away.

ST. CLAIR Dairy Show this month, sponsored by the C. of C. and state Agriculture Department, brought a fine group of entries and awarded \$200 in prizes. Photos below show (top left) County Farm Agent H. L. Eubanks with the grand champ (Guernsey) shown by Katherine Morton, champion Jersey by Beth Coleman and Holstein by Jimmy Cagle (Miss Morton was crowned Dairy Maid) (lower) Home Demonstration agent Margaret McKay with Poultry Show winners Jimmy McCorkle and Gay Nell Carroll, assistant HD agent Jimmie Ann Guyton. RIGHT: Mrs. James Cagle of "War Eagle Ranch" with her newly-purchased purebred Holstein cow and some of "War Eagle's" big Angus herd in a fine St. Clair pasture.



St. Clair County

"Center of Progress"

WELCOMES YOU

- The friendly, industrious citizens of St. Clair invite you to consider the many advantages for locating a plant or factory in this county.
- St. Clair County is making progress in industry, agriculture, education, health and highways and will begin construction soon on a new, modern courthouse reflecting the progressive spirit of St. Clair people.
- There exists a fine balance between manufacturing and farming, making for progress and prosperity within our environs. Visit us often — better still . . . investigate St. Clair with an eye to locating here PERMANENTLY.

ST. CLAIR COUNTY

M. WARD FORMAN, *Judge of Probate*

PETE GREEN
W. D. WILKINS

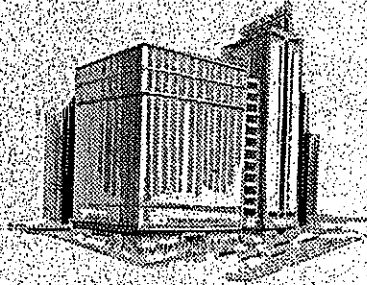


Commissioners



E. N. PEACE
WILLIAM HESS

Everything's New at
DINKLER HOTELS



THE DINKLER PLAZA
Atlanta

THE DINKLER-TUTWILER
Birmingham

THE DINKLER-JEFFERSON DAVIS
Montgomery

THE DINKLER-ANDREW JACKSON
Nashville

THE ST. CHARLES
New Orleans

Teletype Service
to all Dinkler Hotels

**DINKLER
HOTELS**
CARLING DINKLER, President
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EMBRY
Oil & Supply Company

Distributors
Tel. 108

PELL CITY • ALABAMA

Scotty's RESTAURANT
Air-Conditioned

DELICIOUS FOOD and
BEVERAGES MIDST
PLEASANT SURROUNDINGS

U.S. Hiway 78 • Pell City, Ala.

ple facilities for all county departments.

Scheduled for completion next year, the project has just passed the stage of opening bids, which are now under study. Probate Judge M. W. Forman, president of the bank in his hometown Springville, said bonds already purchased will retire St. Clair's indebtedness and that a 2½-mill building fund allocation will provide funds to erect the courthouse.

In step with advances like these the City Council headed by Mayor Joe W. Kilgroe, St. Clair's only mortician and widely known as one of the best (he's past president of Alabama Funeral Directors), has racked up impressive public improvements. They are:

- > Extension of six-inch water mains into all the newly-annexed territory, ample for both normal usage and fire protection.
- > Repaving of "Main Street" (Cogswell Avenue) in cooperation with the state Highway Department.
- > Placing of street-markers at every intersection, while Pell Jaycees (headed by Heflin Smith Jr.) sponsor city-wide house numbering preparatory to getting regular mail delivery.
- > Construction of a \$44,000 athletic stadium in cooperation with the county, which contributed \$20,000 worth of grading.
- > Extension of the main-artery whiteway through the six principal business blocks.
- > Obtaining a cost-free safety survey by Anniston Ordnance Depot's safety office, headed by E. H. (Jack) Haynes, as a guide for placement of signs and markers. (Pell has not had a traffic fatality in 10 years.)
- > Installation and subsequent expansion of a modern bookkeeping system, recommended by Alabama's League of Municipalities, which shows the city's financial status at a glance and yields a \$45 monthly saving. Pell already has bonds covering all of its indebtedness.
- > Contributing land for a \$100,000 armory, now under construction.
- > Building a modern municipal swimming pool.

Back when Circuit Judge Frank Embry was mayor Pell became Alabama's first municipality to provide distribution of natural gas (from a main pipeline passing nearby) and today owns a \$150,000 system built in WPA days for \$25,000. Water and sewer systems are also city-owned. Despite its excellent financial condition the town's tax rate is low—only 50 cents per \$100 valuation. Special utility rates have been offered to prospective new industries.

Pell had long lacked adequate facilities for housing travelers—until Lee Motel was built. Since Alabama Highway 25 through Pell became U.S. 231, two more modern motels have been constructed.

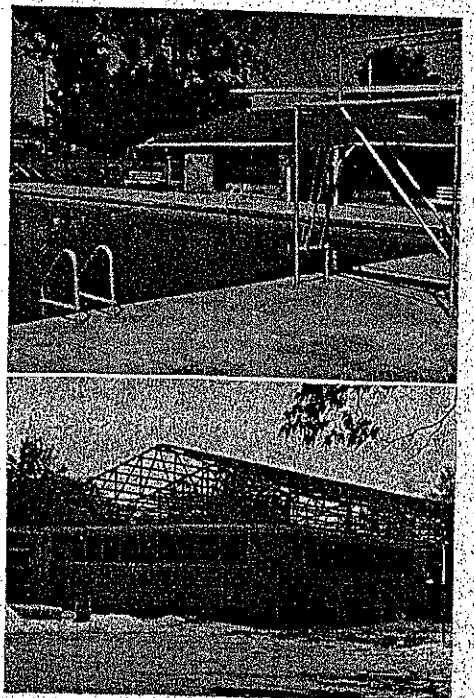
Civically active on a county-wide basis is the St. Clair Development Committee sparked by Avondale's executive committee chairman Donald Comer, who called its range of promotional plans "spectacular." They embrace farm-betterment, religious, social, educational and other activities calculated to enhance daily living of the county's people. Moody's C. C. Garrison is chair-



PIONEER merchant is Pell's Blair Jones (of Mays and Jones Department Store), a prominent civic leader. T. L. Lovell (right) heads the C. & H Store, one of a chain of 10 owned by Talladega's Hardy Connors and Leonard Feld.



PELL'S private enterprise and public officialdom are represented by such personalities as (respectively) T. D. Scott, owner of "Scotty's," modern, air-conditioned restaurant, and Circuit Judge Frank Embry, veteran lawyer and State Democratic committee member (right).



NEW municipal swimming pool (top) and nearby National Guard armory are latest additions in the social, recreational and organizational field at Pell City.

man and County Agent H. L. Eubanks secretary.

An upcoming event of top interest is the November (13 and 14) annual gathering at Pell of Alabama's State Gospel Singing Convention, promising some 5,000 guests. While this influx will tax the town's lodging capacity, that weekend will give Pell the actual feel of its expected growth to far greater proportions.

More than 100 years ago when other St. Clair communities were flourishing Pell was a dusty crossroads. Two early railroads gave it a start when an Eastern industrialist chose that spot to locate a pipe plant. This industry later moved to Anniston but the town continued to grow, in time outstripping all the others. Today, spurred anew as more of its native endowments draw closer toward their undoubted industrial destiny, the city seems sure to assume a fully satisfying stature.

ON THE COVER: Airviews show the business heart of Pell City (top left), with railroad and new homes in the lower corner, and ridge-clipping gradework of the new superhighway (U.S. 78) between Pell and Birmingham (right). Lower views are architect's drawing of the new courthouse and Chamber of Commerce officers: (seated) optometrist Roy Coshatt (president), auto-dealer E. L. Love, Jr., furniture merchant A. G. Keller, assistant county agent W. D. Jackson, Avondale Mills superintendent French Whitten; (standing) dry cleaner Otis Perry, hardwareman J. Roger Moore, petroleum distributor M. G. Warren, banker Pat Roberson and Anniston Ordnance Depot signal officer Foster F. Oliver (immediate past Chamber president).

LABOR

Surprise

EVERYTHING seemed quiet at South Alabama's Clarke-Washington Electric Membership Cooperative. For more than a year there had been no complaints by workers. In all that time no employe had asked for a change in working conditions or rates of pay.

It was, therefore, a surprise to the management when a worker accompanied by an AFL organizer said a union had been formed and must be recognized. Told that no action could be taken until after a board meeting, a small percentage of the workers threw a picket line around the office. Service interruptions became increasingly frequent.

Trustees meeting at Jackson said service was disrupted by pulling switches, firing rifles into transformers and insulators, felling trees across lines, pushing down poles and throwing wire over lines, making threats.

The board, when it met, said the union "is not desirable and should not be recognized." President Emory McNider gave the co-op manager no instructions on rehiring but expressed the desire that no one involved in threats and sabotage be reinstated.

➤ **STRIKERS** at Childersburg's Beaunit Mills formed a picket line that kept trucks and other carriers from entering the plant and (said officials) did \$150,000 damage. When Circuit Judge Harry Teel issued a temporary injunction forbidding picketing, Governor

Persons rushed 15 Highway Patrolmen to the mill to prevent violence.

S P O R T S

Potential

REVENGE-HUNGRY Crimson Tide footballers withdrew from Montgomery's packed Cramton Bowl still unsatisfied as a surprisingly tough Mississippi-Southern team humbled them for a second year in a row, this time by a score of 7 to 2. Biggest consolation to Tide backers was memory of last year when the University's team lost to the Hattiesburg team, went on to win the conference championship and a New Year's bowl spot.

Observers at the capital were agreed on two things. This year's Crimson Tide, despite the defeat, has the potential for greatness and Mississippi-Southern has a sound, well-coached football team. Scouts from SEC teams watching Alabama left convinced that the Southerners were a talented group of players, capable of holding their own in any of the powerhouse conferences.

As for the Tide, some weaknesses showed up in spots but the overall impression was that this team could develop into a consistent winner and another bowl bid was not too fantastic a prediction. Next week the Tide goes into its first conference tilt against LSU at Baton Rouge, and should show a lot of improvement. Meanwhile, Auburn will give its X and Y outfit its first test against Chattanooga.

Investigate the "Center of Progress" in Progressive St. Clair County . . . PELL CITY, ALABAMA

The Pell City Chamber of Commerce invites you to consider this thriving community as a location for your Plant, Factory or Home. Agriculture and Industry have worked together to make this area a flourishing trade center and an ideal place to live. Friendly citizens, good government, fine schools and churches contribute what it takes to make a community "GOOD" for your business.

Check the Advantages—and Welcome To

PELL CITY... "Center of Progress"

GREATER PELL CITY CHAMBER of COMMERCE

PELL CITY INVITES NEW INDUSTRY

You Will Enjoy These Advantages:
Unexcelled Transportation—Main line Southern RR; U.S. Hiway 78; U.S. Hiway 231.
Favorable Government—City and County Governments cooperate with business people. Reasonable tax structure. Good Schools and Churches—Modern schools and general educational progress is the aim of public officials and taxpayers alike. **Water**—Industrial water supply more than ample for both new and existing industry. **Productive Labor**—Skilled and semi-skilled labor resources with proven records of production. **Natural Gas**—For home heating and industrial processing. System municipally-owned. Low rates.

Major Squirm



WELL, blow me down! Almost any time now it looks lak we may be witnessin a contest ter select the best smellin newspaper in Alabammer!

The Florida News jumped out the other day and claimed the title. It proudly er-nounced it had dun bin scented with "soothing soap fragrance"—and ter tell the trufe it did smell sweet enuff that week ter be hitged and kissed.

I reckon the bars are down now fer sum red-hot competishun erlong this line. But I still will be able, without runnin afoul uv the libel law, ter describe a handful uv our Alabammer papurs as purty smelly, no matter how much they try ter perfume up.

★ ★ ★

I read with sum amazemint the press despatch frum Portland, Oregon, erbout the accountant who filled out 35 phoney incum tax return statemints and sent em ter nearly half uv the Internal Revenue Deestricks

with claims fer refunds—and raked in nearly \$10,000.

I jest couldnt help thinkin that this bird mite be invited ter Alabammer the nex time any uv our politishuns set out ter steal an electkshun. It seems lak he could show em a few new tricks.

★ ★ ★

A publicity seekin psychiatrist in New Yawk has blasted Sinitur McCarthy as an outstandin exampel uv demagogy and recommended that Joe submit ter a psychological examinashun. Now, if we are goin into the bizness uv exposin perlitickel demagogs we really are gonna git out in water up ter our necks.

Rite here in Alabammer a list uv prospecks fer examinashun as long as a baseball bat could quickly be compiled without a struggle.

★ ★ ★

The nashinul congresshinul campane is gittin real ruff. Adlee Stevenson advised leadin Demykrats at Indianapolis agin too much partisanship and then lashed away at Ike & Company in the bitterest tirade I have heard in a long time. The GOPers cum rite back and charged that Adlee has dun gone ter throwin the same kind uv swill that discredited the Truman administrashun.

By Novembur the boys will really be pourin it on—and I hope the cuntry will be able ter stand up under it. As a matter uv fack, all the nasty charges and counter

charges aint gonna change many votes. I dont look fer any mo than the normal oi-year change in congresshinul seats. Whut the Demykrats had better be worryin erbout is 1956, fer Ike still rates as the most popular man in the cuntry.

★ ★ ★

Demykrat chairman Mitchell has dun found out that smear attacks on Ike dont cause anything but a backfire. Now Cuvner Shivers uv Texas and other leaders are out after Mitchell's scalp and, jest a short time befo he cums ter Alabammer fer a speech it is er-nounced that Mitchell will quit after the fall electkshuns. That is good news, fer most uv us have dun had quite enuff uv Mitchellism.

★ ★ ★

A Mississippi editur, Purser Hewitt uv the Clarion Ledger, has cunki up with sum proposed theme tunes fer advertisers which are well worth passin on, and now I quote:

"Diaper Service: There'll be some changes made.

"Finance company: You belong to me.

"Income Tax Bureau: O promise me.

"Weather Bureau: They didn't believe me.

"Deodorant: You'll walk alone.

"Aspirin: You go to my head.

"Pawn shop: Everything I have is yours.

"Undertaker: After you're gone.

"Manicurist: The touch of your hand.

"Bootlegger: In the still of the night."

MAJOR SQUIRM.

**AT NIGHT IT'S LIGHT ON
Concrete Roads**

At night you can see farther and better on concrete. Its light-colored surface *spreads illumination*. Pavement edges, obstructions and pedestrians are clearly defined.

Night or day, wet or dry, concrete has uniformly high skid-resistance because of its permanently gritty texture. You can stop quickly, safely.

Concrete saves money, too. It is moderate in first cost yet can be designed accurately for any axle load—and concrete *keeps* its load-carrying capacity throughout its long service life.

Concrete pavements cost less to maintain, last much longer. All this adds up to *low-annual-cost* service.

PORTLAND CEMENT ASSOCIATION

620 No. 22nd St., Birmingham 3, Alabama

A national organization to improve and extend the uses of portland cement and concrete through scientific research and engineering field work

There's this
about
Coke...

**You know
it's wholesome**



You choose Coca-Cola with confidence,
knowing it is wholesome... pure as
sunlight... with quality you trust.

Youthful eyes twinkle when you say,
"Let's have a Coke"... for each new
generation finds its flavorful goodness
a treat without equal.



Sandy Hill Corp. of New York Locating a Plant in Pell City

MONTGOMERY--Ala. Gov. George C. Wallace announced May 5, Sandy Hill Corp. of Hudson Falls, N.Y., manufacturer of pulp and paper mill equipment, plans to locate a new facility in Pell City. The new operation will primarily rebuild and service both paper and pulp mill equipment, with the development creating 20 to 25 new local jobs.

"In view of recent layoffs, we are particularly pleased to be able to have a part in locating a company like Sandy Hill," said Metropolitan Development Board Pres. Carlton Baker. "We are pleased when cities in the Birmingham area are able to secure a fine company like this, and

we are working to secure other companies of this nature. This is another sign that the local economy is improving," he said.

Sandy Hill will build a 36,000 sq. ft. building on a ten-acre site, located in the Pell City Industrial Park. The project is being financed by a \$3.5 million bond issue through the Pell City Industrial Development Board. The development represents the first industry to locate in Pell City in two years.

"The availability of all utilities, including a new sewerage treatment plant that will be ready in June, were responsible for Pell City being

considered by Sandy Hill," according to Pell City Mayor Hugh Williamson.

The company, which was founded in 1858, now has over 350 employees in Hudson Falls. The Pell City facility will place special emphasis on the service and repair of pulp mill equipment of Kamyr design, whether manufactured in Scandinavia or North America.

Metropolitan Development Board Director of Area Development, Boyd Robinson, was assisted in securing Sandy Hill by: Nexton Marshall of the Alabama Development Office, Tom Ryan of the Alabama Power Company's industrial development division, Ed Ash of the Ash Agency in Pell City, and Virginia McKenzie of Montgomery Real Estate of Birmingham.

Governor James Announces—

Million dollar industry

Executives of the world's largest remanufacturer of pole-top and pad-mount distribution transformers called on Governor Fob James today to announce plans to establish a \$1 million plant in the Pell City Industrial Park.

Jim Hastings, president of Dowzer Electric of Mount Vernon, Ill., told the Governor that his firm's Pell City plant will employ up to 100 men and women in manufacturing and rebuilding oil-filled transformers for electric utilities companies throughout the Southeast and westward into Texas.

Hastings noted that Dowzer has acquired a 10-acre site, which gives us room for anticipated expansion.

Governor James, himself a highly successful industrialist, greeted the Dowzer officials warmly.

"Speaking for the Pell City folks here and our new State administration, I extend you, Mr. Hastings, and your company, a most cordial welcome.

"You will find in Alabama one of the nation's most favorable economic climates for industry, a sentiment shared not only by State officials and local

business leaders, but by our men and women in all walks of life. Our people realize that industrial development is raising our living standards and broadening our economic horizons.

"And you will find, Mr. Hastings, that the work ethic is not obsolete in Alabama," Governor James added.

When fully in production, the Pell City plant will produce \$4 million worth of transformers annually, \$1 million of which will go into the local payroll.

Dowzer's decision to locate in Pell City was influenced by its location cen-

tral market to In espec recept local dealt

of Al Hastings Power electri is also tial ci mers.

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Industry makes Pell City home

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tral to the Southeast
markets with ready access
to Interstate 20, and
especially the favorable
reception given us by the
local and State people we
dealt with, and by officials
of Alabama Power Co.,"
Hastings said. Alabama
Power will not only supply
electricity to the plant, but
is also an important poten-
tial customer for transfor-
mers.
Hastings cited Pell City's
"Citizen of the Year," Ed
Ash, and APC Vice Presi-
dent G. T. Nelson for special
commendation. Represent-
ing the State in siting the
Dowzer plant were in-

dustrial development
representative Curtis
Sumrall and Alabama In-
dustrial Development (AID)
Training Program Deputy
Director John Mosley.
The new 30,000-square-
foot plant will be financed
by industrial revenue bonds,
and AID will conduct pre-
hire training for the men
and women selected by
Dowzer to operate the facili-
ty.
Dowzer Electric was
founded in Mount Vernon in
1939 as a transformer repair
shop. It has grown from five
employees in a 3,000-square-
foot plant to 325 employees
in three plants in Mount Ver-

non and one in San Juan,
P.R.
Dowzer operated in-
dependently until 1971 when
it was purchased by Sola
Basic Industries, which, in
turn, was acquired 15 mon-
ths ago by General Signal
Corp., a billion-dollar cor-
poration headquartered in
Stamford, Conn.
General Signal Corp., with
1978 sales slightly over \$1
billion, designs, manufac-
tures and sells specialty
control equipment and
systems incorporating one
or more of the four basic
control technologies—elec-
trical, electronic, hydraulic

and pneumatic—in three dif-
ferent product groups:
1—environmental and in-
dustrial process controls;
2—transportation controls;
3—energy distribution and
control, and in addition, is
engaged in the manufacture
and sale of home ap-
pliances. General Signal's
common stock is listed on
the New York and Pacific
Const. stock exchanges
under the symbol GSX.
Accompanying Hastings
here from Mount Vernon
was George Byars, vice
president-operations. Byars
will be in charge of the new
plant's start-up.

Medline Industries

Pell City's best kept secret?

By CAROL PAPPAS

PELL CITY — This town has a secret — and it apparently has been a well kept one for quite some time.

In fact, if the typical man on the street is asked what Medline Industries is, he probably couldn't tell you that it's the city's largest employer; that its garment division boasts \$125 million in sales or that this national company's plants manufacture more than 60,000 products for hospital use.

But, the fact is, Medline is all this and more.

The Pell City plant was designated as a "growth facility" for the garment division, and "it's working exactly as planned," said Garment Division president, Jerome Bold.

Since opening the plant in Pell City's Industrial Park in 1978, the company has steadily added to its work force and to the physical plant as well.

Medline built a new addition just two years after opening, and there is still enough land to add even further to Pell City's growing industry.

The Pell City facility is "a very important plant to us, and our people are very important to us," said Bold.

Several weeks ago, it was Pell City's number two employer behind Avondale Mills.

But, with recent lay-offs at the mill, Medline emerged as the number one employer in the city — and it's still growing.

work, they can "become part of our business — a partner," Bold said. Medline is a growth company, and employees are "part of the team."

And this team, as Bold calls it, moves through its daily work load like a well oiled machine.

CUTTERS GO through about 300 plies of cloth at a time on a pattern for various hospital apparel, such as hospital gowns.

Sewers put the pattern together, while another group takes over to put on the finishing touches.

An innovator in the hospital apparel industry, Medline patented the use of color coding garments so that hospitals can tell at a glance what size a particular item is without the time consuming procedure of looking for a label.

For example, all hospital gowns may be blue. Medline workers then add different color ties to the gown, denoting a particular size.

In addition, 30 percent of Medline's business is "specials" — a custom made item for hospital customers.

Hospitals may say that their supplier does not make a special order, such as a gown that is shorter or longer than usual, "but we do," Bold said.

Medline listens to its customers. But, the key to the company's success is not only listening to customers but giving them what they want.

And Medline does this by continuing its innovativeness, planning and investing to keep efficient and



An employee at Medline



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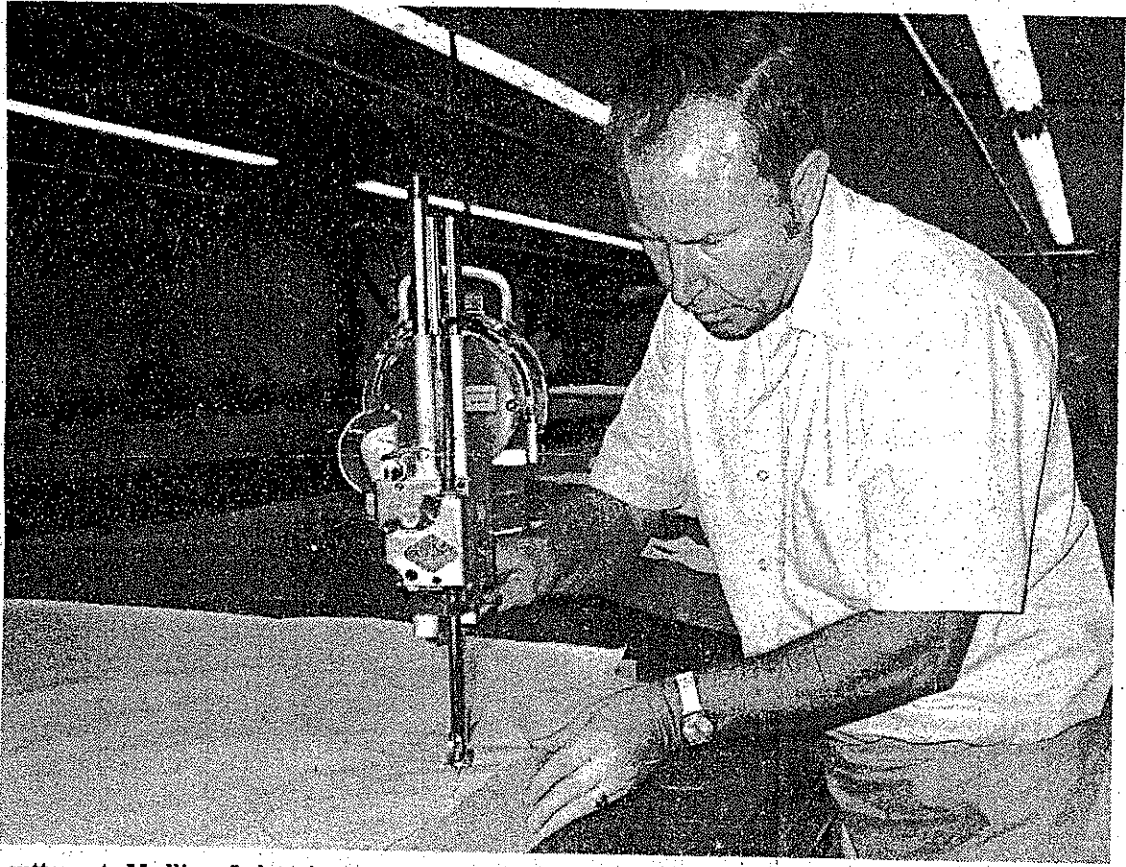
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A cutter at Medline Industries
goes through 300 plies of cloth at one
time on a pattern for hospital ap-
parel. The finished product will be a

hospital gown. Medline Industries,
one of Pell City's leading companies,
is continuing a trend of growth, says
garment division chief Jerome Bold.

The Pell City plant manufacture
hospital apparel and is part o
Medline's garment division. (Caro
Pappas photo)



on left, Medline Garment
n President Jerome Bold,
Porter of the Pell City
er of Commerce Industrial

Committee and Vesta Clowers,
manager of the Pell City plant, look
over a book showing Medline's more
than 60,000 products. Medline

manufactures products and apparel
for hospital use. (Carol Pappas
photo)

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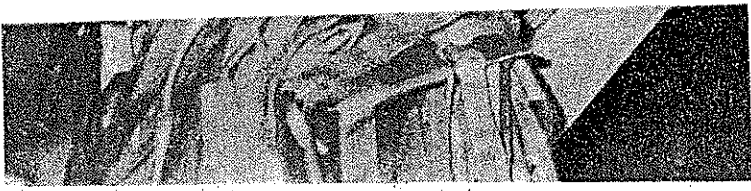
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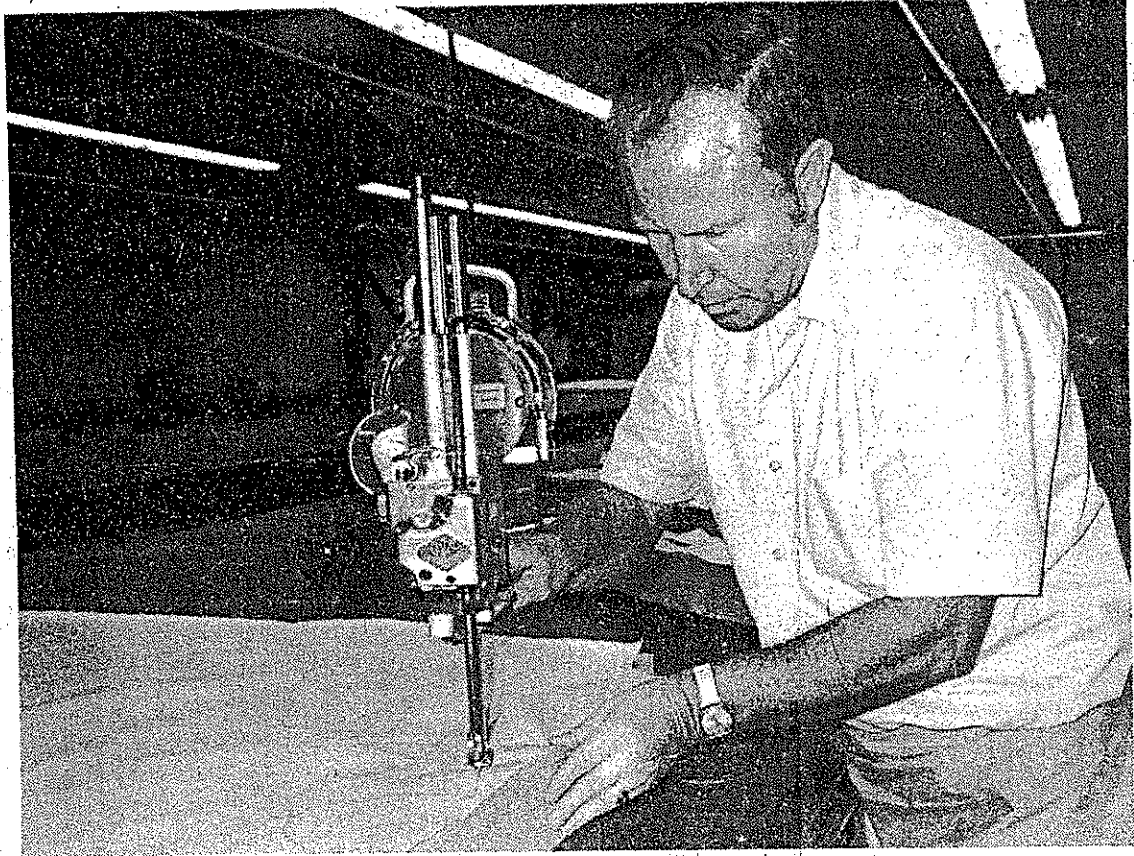
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 ...customers but giving them what
 ...they want.

...And Medline does this by con-
 ...tinuing its innovativeness, planning
 ...and investing to keep efficient and
 ...modern.



An employee at Medline Industries folds patient wear, previously cut and sewn in other parts of the plant. Medline's work



A cutter at Medline Industries goes through 300 plies of cloth at one time on a pattern for hospital apparel. The finished product will be a hospital gown. Medline Industries, one of Pell City's leading companies, is continuing a trend of growth, says garment division chief Jerome Bold. The Pell City plant manufactures hospital apparel and is part of Medline's garment division. (Carol Pappas photo)



New Industry Announced For

(Continued from Page 1)

During that first year the Company expects to manufacture one thousand of its dock levelers, a popular item that spans the differences in heights between loading docks and truck beds, Larsen said.

Other products marketed world wide by Blue Giant are manual and powered pallet and skid trucks, tow tractors, walkie lift trucks, hydraulic lift tables, narrow aisle pushed and powered stackers, fork lift trucks, platform stackers, all in several models for differing applications.

Larsen told Governor Wallace that Pell City was selected after potential plant sites in eight other states were examined.

He said he and his colleagues were impressed by the people and attitudes found in Pell City, the healthy business climate found in Alabama, the nearby source of steel (Birmingham) and access to the Interstate Highway system via I-20, among other things.

Larsen and his associates organized Blue Giant in 1963, going into limited production in the Toronto suburb of Brampton. In

1970, they opened their large plant in Buffalo, mainly to serve the U.S. market. By this time, Blue Giant had established sales agencies throughout much of the world.

Since then, Blue Giant has granted licenses for manufacturing of its patented machines in Japan, Australia, France, South Africa and Mexico and has set up its own factory in the United Kingdom. Distribution is made to 40 countries.

Larsen expressed confidence in the success of the new plant in Pell City.

"We are where the greatest industrial and commercial action is in the fast growing Sun Belt," he said. "The South and Southwest seem certain to lead the U.S. in population, production and financial growth well into the next century."

Blue Giant is one of many Canadian firms courted by Alabama Industrial Developers. Twice within the past year, Alabama Development Office representatives called on the firm in its home offices in Brampton. The Blue Giant project was assigned to ADO's Ron Drinkard.

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General business dis-satisfaction with Canadian government policies and the Quebec Separatist Movement have made Canada prime recruiting territory for hotly competing American States.

The Canadians and a happy delegation of Pell City business leaders were met at the Capitol by ADO director R. C. "Red" Bamberg and State Industrial Development director Fred Denton and ushered into the Governor's office.

Representing Pell City were Mayor Hugh Williamson; Barne Lawley, Chairman of the Industrial Development Board; banker Harold King and Reed Alexander; city councilman Paul Turner; city attorney Bill Church, Jordan Brooks of First Birmingham Securities Investment, bankers for the Blue Giant project, and E. Ash, Chairman of the Industrial Development committee representing the Pell City Chamber of Commerce.

Also attending the announcement ceremony were Ken Findley and Boyd Robinson of the Metropolitan Development Board, Birmingham.

New industry expected to locate in PC

By REG GARRETT

Governor George Wallace is expected to announce location of a major industry in Pell City within the next ten days.

With an anticipated future payroll of 150 persons, the new plant is expected to be operational in less than six months, according to Ed Ash who has been working in negotiations with the prospect for more than three years.

Because the contract for location in Pell City's Industrial Park has not yet been signed, Ash said the company's name and the nature of its production cannot be divulged at this time, but he said an announcement from the Governor's office should be forthcoming in the next ten days.

On the heels of this announcement, Ash said, another new industry is expected to be landed within 60 days. Negotiations are continuing with three more potential new industries here.

Three of the five companies are eyeing the industrial park's 230 acres on Highway 231 North, Ash said, the other two looking to sections of town with access to railroad lines essential to their operation.

The company expected to settle in the next ten days will hire an initial 35 persons, Ash said, growing to approximately 150 later. Total employment at all five plants involved in serious negotiation with the City Industrial Development Board is expected to be around 300 to begin and over 550 in the future.

There are presently seven companies located in the industrial park. Three new plants located in the city during what some felt was a bad year of 1976. Ash said five or six new companies are anticipated by the end of this year.

The industrial park consists of over 300 acres of land, 230 acres available at this time. The section is designed for light to medium industry.

City planners have run into a problem recently, Ash said,

concerning city natural gas supplies for these customers. The Pell City Gas Department has given notice it can place no

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City planners have run into a problem recently, Ash said,

concerning city natural gas supplies for these customers. The Pell City Gas Department has given notice it can place no new customers on the system because of supply shortages, and this has hampered negotiations with some of the industries being courted, Ash saying one such company was definitely lost because of this handicap. Most plants rely to some degree on natural gas for their operation.

City Gas Department manager James Tyus said these new plants as well as future homes will have to plan on electricity or other power sources in Pell City.

For Industrial Park—

Council seeks land purchase

The Pell City City Council Monday night took under consideration a proposal for the purchase of a 120-acre tract for location of a second industrial park in the city.

Local realtor Ed Ash reported to the council on progress of negotiations with industrial prospects who are looking closely at Pell City for expansion of their plant facilities. A part of these negotiations involves construction of new industrial park on Highway 78 East between Pell City and Riverside on a 120-acre tract the city

hopes to develop. Ash advised the council to take action as soon as possible toward purchasing the land for which the county currently holds a purchase option.

Cost of the acreage is \$112,000 and Ash urged the council to make arrangements for the purchase of an initial 15 acres to accommodate an industry-expected to be announced next Tuesday by Gov. George Wallace. Aerial and ground surveys of the site are already being arranged,

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and Ash said the city would be in better position to offer industrial prospects a site under deed than one not yet owned by the city. Hesitation in purchasing the property could result in up to six months delay in developing the site, possibly causing the loss of prospects the location, even the company to be announced next week might reconsider its move here, Ash warned.

An initial \$45,000 would be required for developing the property, Ash reported, and added there may be assistance available in (See Purchase Page 10A)

raising the money. He told the councilmen and mayor, however, the city should look into the possibility of buying the land from other funds if necessary. A Pell City family owns the land.

The aerial mapping is to begin today at the site, Ash said, at a cost of \$775. He advised the council to wait about investing the \$4,000 for a ground survey until a deed to the land is secured. Several preliminary actions are necessary to get the industrial park project underway, including the ground survey, aerial mapping, design estimates on railway access to the site, and sewer, water, rail and road planning and cost estimates. A grant may be available from the Economic Development Administration (EDA) to assist in the project, and Southern Railway has said it will conduct a design estimate of tracks to the site, though the rail company is prohibited by law from contributing actual service to the private property.

In other action by the council Monday evening, a 160-acre sub-division near Cropwell was annexed by the city after presentation of petitions from residents of the area. Called "Johnny Smith's Project", the section is located on Highway 34 between Cropwell and the Talladega County line. The petitions included signatures of 46 property owners.

THE COUNCIL also voted unanimous approval of Ben Windsor as Chief of the Pell City Fire Department, succeeding Cecil Guthrie who passed away two weeks ago. Windsor served as acting fire chief during Chief Guthrie's lengthy battle with cancer. In making the appointment, Mayor Hugh Williamson and the councilmen praised Windsor for the work he has done in the fire department while serving in the acting chief status. eSL1

During the council session, C.J. Goodwin of the St. Clair Rescue Squad presented Mayor Williamson and Police Chief Ruble Bowlin with honorary memberships in the Rescue Squad in recognition of their assistance to the Squad in fund raising and other projects.

Business booming in St. Clair

Economies of two cities are expanding

By Marie West Cromer

Post-Herald Correspondent

Despite gloomy economic news around the country lately, business is booming in St. Clair County.

Growth from Birmingham, which previously has been mostly to the south toward Shelby County, is now moving east and that has meant more businesses and jobs for the mostly rural county.

Mayors of the county's two fastest-growing cities, Pell City and Moody, said they believe the county's outlook for 1988 couldn't be better.

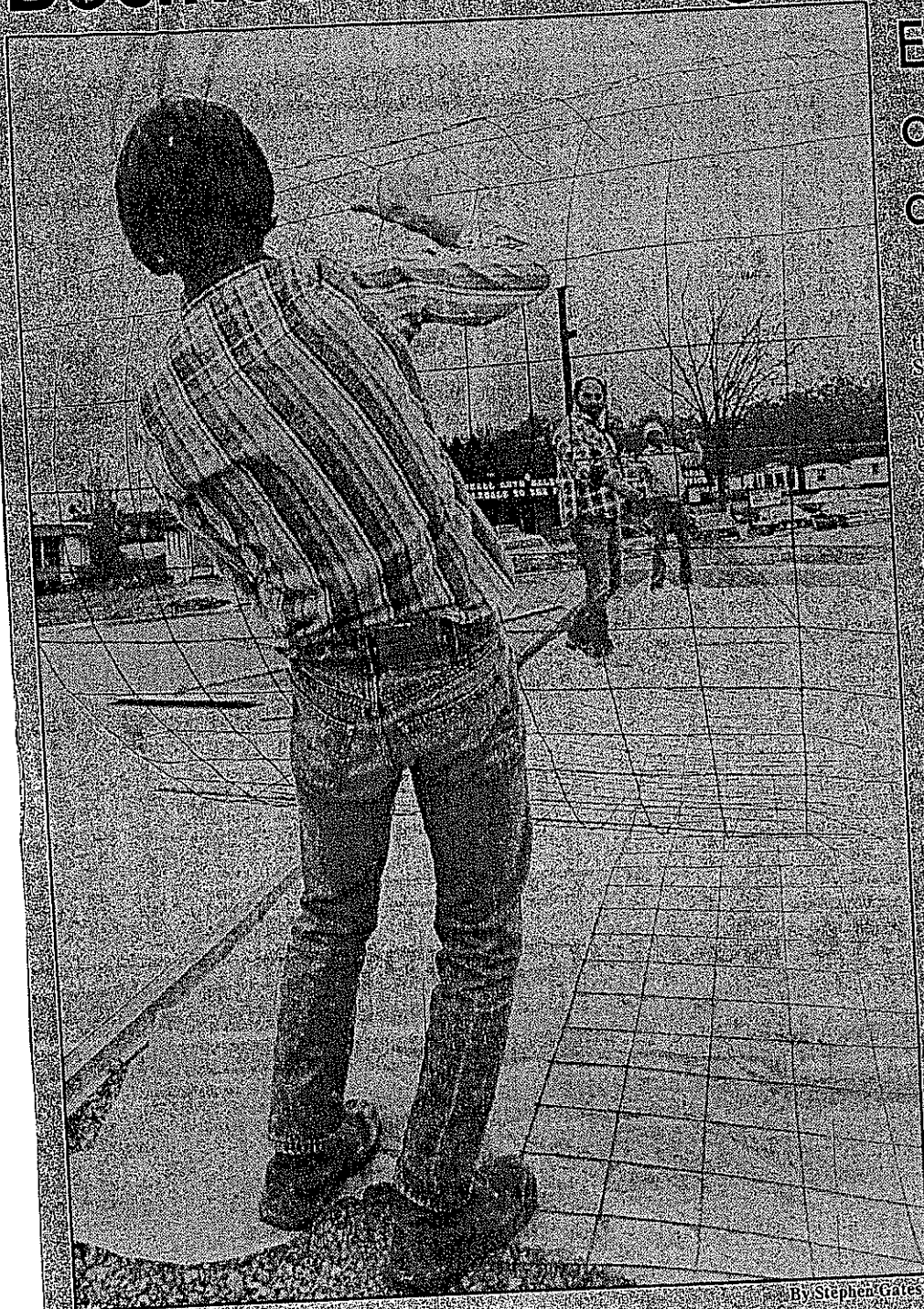
Unemployment dropped from 7.6 percent in 1986 to 6.5 percent by November 1987. The general outlook is very good for St. Clair in 1988, said Jay Jenkins, director of the state employment office in Pell City.

The population of Moody, once a small community known as Moody's Crossroads, 8 miles north of Interstate 20, has grown from 1,840 to 5,500 since 1984, Moody Mayor James D. Solie said.

Solie said a 5-mile stretch of U.S. 411 through Moody has become the city's bustling business district. "The growth of new businesses over the past three years along this stretch has been unbelievable," Solie said.

Solie said Moody, the fastest-growing city in population in the county, also could become the fastest-developing business district in the state along the "411" corridor.

St. Clair remains among the top five counties in the state in population growth, according to an Auburn University study by the Center for Demographic and Culture Research, said Joyce Nix, Pell City Chamber of Commerce executive director.



By Stephen Gates

Construction workers Jimmy Watson, Dennis Rivers and Fred Thomas prepare site for new Racetrack service station on U.S. 411 in St. Clair County.

Please turn to ST. CLAIR page B4

St. Clair

From page B1

While most of Moody's growth has come from a population and building boom, Pell City officials say their city's growth is the result of 20 years of planning.

Pell City Mayor Harvey Watson said much of the credit for new industries locating there goes to Pell City businessman Ed Ash.

Ash, the first to receive an award in 1976 from the Alabama Development Office as Alabama Industrial Development Volunteer of the Year, said the city has been working and planning for industrial growth since 1969.

Ed serves as the liaison person between the city and the city's Industrial Development Board, Watson said. He was the first person to make contact with an industry to locate in Pell City.

Pell City, known as "The Gateway to Logan Martin Lake — Lake of a Thousand Coves," is also blessed with good railroads and the fact that two interstate highways run through the county, Ash said.

The city bought 296 acres about a mile on I-20 in 1962 for the Comer Avenue Industrial Park, and 112 acres with an on 450 adjoining acres for the Cogs-

well Industrial Park in 1977, City Clerk Bettie Scott said.

With expanded utility services and enlarged sewer systems, Pell City is ready for new industry. We have an excellent labor force, good locations and land available at reasonable cost," Ash said.

Gene Morris, chairman of the city's industrial development board, said, "We're working with 24 industry prospects right now. Six of the 24 are strongly considering Pell City."

Morris predicted 500 to 600 new jobs will be created by business growth in the county in 1988. "The job outlook for 1988 is better than 1986-87 combined," said Ash, who said he believes the Southeast in general will show a larger percentage of growth than ever.

Ash said a December survey by Development Sites and Facility Planning Magazine predicted that 71 industries out of 232 looking for sites would locate in the South or the Southeast.

Ash said the recent purchase of Pell City Gas Co. by Alagasco will help industrial expansion efforts in the city's industrial parks, which he said are now 62 percent filled.

"This kind of growth doesn't happen overnight," Ash said, who said he believes the city is just now seeing the fruit of seeds planted almost 20 years ago for industrial growth and expansion.

Moody's phenomenal growth has come as no surprise to Solite, who became mayor in 1984.

"Moody has always been a bedroom community of Jefferson County," said the 44-year-old Solite, who has been employed by Jefferson County Traffic Engineering for 17 years. "I could foresee it coming by studying population traffic patterns."

The small community known as Moody's Crossroads, situated in the southwestern part of the county, was incorporated in 1962. Last summer it was given a ZIP code (35004) and gained a post office. Within the past three years the city has built a new town hall, acquired a public library and a park, hired four full-time firefighters and expanded its Police Department.

Solite said Moody prepared for growth by annexing several adjoining areas and smaller communities already receiving city services.

A few of the new and planned businesses named by Solite were the 50-unit Super 8 Motel, set to open by Feb. 15; a 12-office professional building; a two-story St. Clair Federal Savings & Loan building with six drive-in windows; Moody Acres Shopping Center for 11 stores and plans for a second shopping center across from the Automobile Dealership Exchange that opened in July.

Work is under way on a number of new apartments, condominiums and garden homes and three new subdivisions.

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Carlisle Barbecue, a Seven Seas Restaurant, a car wash, three new service stations, including the largest RaceTrack Station in the company's history, with 26 gasoline pumps under a 135-foot canopy, Avonwood Laundry, and Friends Lounge also have located along the corridor during the past three years.

The state Highway Department did a traffic study on U.S. 411 and found 38,000 vehicles a day pass through Moody. The state has widened the highway 8 miles from I-20 and will add another 8 miles north of Moody, Sollie said.

When Gov. Guy Hunt cut the ribbon for the opening of the Dealership Exchange in July 1987, Sollie said he was notified that Moody has been chosen by the governor to receive a \$175,000 grant from the Appalachian Regional Commission for expansion of the city's sewer system.

Although the city has had to scramble to keep abreast of growing demands for city services, Sollie said it has been accomplished due to the cooperation and hard work of all city employees, the City Council and Moody residents.

Sollie said Moody does not yet have the solid financial base to support a city school system as Pell City has, but foresees the possibility within a few years.

Moody's new high school, a part of the county system, is undergoing expansion, and work is set to begin on a new elementary school, Sollie said.

Pell City News

ALABAMA'S BIG WEEKLY NEWSPAPER, ESTABLISHED 1900

PELL CITY, ALABAMA, THURSDAY, JANUARY 6, 1939

NUMBER 51

To Be New soon

office will be located in a new building in a new location in a new place in a new week.

be the building owned by Richard Mays and Jones.

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To be verside ch

pastor of the church has invited Jesse Gann, a local college teacher, to speak at the Sunday, Jan. 9.

Mr. and Mrs. City has...



1940 KING . . . Little Preston Olan Cooper, Jr., is shown with his mother at the Pell City Infirmary shortly after his arrival there Sunday afternoon. Preston weighed in at 8 pounds, 8 ounces, to become the first baby in South St. Clair County in the New Year, 1940. He is the son of Mr. and Mrs. Preston O. Cooper of Rt. 1, Cropwell.

The new King was showered with gifts by the merchants sponsoring the second "First Baby Contest" in this section of the county.

Among the merchants sending gifts to King Preston were Pell City Jewelry, Pell City Drug, Mays and Jones, Parrish and Son Jewelry, Cohen's Mitnick's, Ruth-Ben Drug, Lee Furniture and Jefferson Home Furniture Co.

Need A Tax Accountant?

F. M. Kirby, who for the past several years has been employed as Deputy Revenue Collector in South St. Clair County, has announced that he is no longer employed by that department but is available as Tax Accountant to fill out all Income Tax papers between now and March 15. Anyone desiring the services of Mr. Kirby is asked to call Pell City 1011 and make an appointment. Have your Income Tax figured correctly by an experienced person who knows how to figure all exemptions.

That One Was A Whopper . . .

A moon-shine still capable of producing 650 gallons of whisky

Social Security Pays All-Time High In Past Year

A year-end summary by the Bureau of Old-Age and Survivors Insurance in Baltimore, Md., shows that about 2,300,000 persons throughout the nation are now receiving monthly payments under the Federal social security program at an average monthly rate of almost 46 million dollars. This is an all-time "high" for the old-age and survivors insurance program, said Mr. Hugh L. Johnson, manager of the Anniston office of the Social Security Administration who reported these figures locally. One year ago payments were being made to about 1,975,000 persons at an average

LAND BOUGHT FOR PIPE SHOP CONSTRUCTION IN PELL CITY

Judge Boozer And Associates To Manufacture Soil Pipe Here

Judge Elbert Boozer, Anniston businessman and former probate judge of Calhoun County, announced late last week that he had purchased a site in Pell City and would construct a pipe shop in the near future.

Judge Boozer bought two blocks at the site where Brown Lumber Company formerly had their operations. He also purchased an option for a third block adjoining his holdings.



Hettlin Haynes

The Annual Scouters meeting of the Choctawhatchee Council, Boy Scouts of America, will be held on Thursday, January 20, at the Anniston City Auditorium, according to Hettlin Haynes of Pell City, chairman of the Annual Meeting Committee.

Due to space limitations, the meeting, which is the largest annual gathering of Choctawhatchee Scouters, will be limited to 350 people this year, he said. Tickets for the Barbecue Banquet may be obtained from local Scouters.

Elnor Bakken, rural Scouting Director of the Boy Scouts of America, will deliver the keynote address. Regional Executive, Har-

The land was bought from Mrs. Elizabeth Starnes and Mrs. Lydia Cogswell. At the same time a group of citizens bought a block of colored property near the site from Mrs. Starnes. Purchase price of the property was not announced.

Judge Boozer would not say exactly when construction of the shop would begin because of the continued rains. "We need heavy dry ground to pour foundations for some of our heavy machinery," Judge Boozer said, "and of course continued rains will hold up start of the work for some time."

"I have always liked Pell City and the fine people living in that neighborhood and look forward to pleasant relations with the folks and business men there."

Construction and operation of the new firm will mark Pell City's first new major industry since the Avondale Mills was built near the turn of the century.

To be known as the Dicie Pipe and Foundry Co., the new plant will manufacture cast iron soil pipe up to six inch size.

From 100 to 120 men will be employed at the plant when operations begin and the payroll at the present wage scale will range between \$10,000 and \$11,000 weekly.

Construction and operation of the pipe shop will bring back the type of this city's first industry. One of the first soil pipe plants built anywhere in this

To Be New Location

Office will be located in a new location in a new building in the near future.

The building is being built by Richard Moore, of Mays.

He did not want the removal to take place on the move, but in the end in Washington," he said.

It has been in the Cogswell Avenue for many years. It was near the site prior to its removal.

The new owners, who are present in the present location, are Messrs. Spears, Collier, J. L. Jones, on a recent, the late who received the building but for some time, and Mr. R. Kirby has been the owner since February, 1939. The new owner, Mr. Kirby, said the building is modeled and cantilevered.

Residence

The pastor of the church has an interesting home, a new residence, located at the corner of the highway, Jan. 9.

Mr. and Mrs. City, has been in the city and church on and members with anxiety and a pulpist.

He is invited to the city.

Meeting

The organization will meet at the White Gardens at 7 o'clock. T. Hallmark will be in the radio at Thursday, 1 p.m. for the meeting which will be a story on the activities of the organization. All Lions are especially invited to the nationwide meeting.



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That One Was A Whopper . . .

A moonshine still capable of producing 650 gallons of whisky a week has been captured in Etowah County by agents of the state's ABC Law Enforcement Division.

Joseph T. Burton, chief of the division, said that the Etowah "boozie" producer is the largest ever taken since the establishment of the ABC unit.

In addition to the giant still, the raid also produced 6,500 gallons of mash.

During November, the division seized and destroyed some 236 illicit stills and aided in bringing about convictions resulting in 110 years worth of hard labor sentences on persons involved in their operation. In all, law enforcement officers arrested 619 persons allegedly connected with illegal distilling activities.

Among the items which raids yielded were: 88,455 gallons of mash, \$2,000 worth of stolen property, five pistols, a pair of brass knuckles, and a mule.

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Under the Social Security Act monthly insurance payments are made to qualified retired workers in commerce and industry and wives and minor children of retired workers as well as to survivors of deceased insured workers. The social security year-end statement shows that monthly retirement payments totaled about \$366,000,000 in 1948. Payments to survivors (children, widows with young children in their care, aged widows and aged parents) amounted to approximately \$177,000,000. An additional 32 million dollars was paid in lump-sums to survivors of insured workers who were not immediately eligible for monthly payments.

Estimating monthly social monthly payments in the area served by his office at the end of 1948 as over \$41,000, Mr. Johnson said this represents a substantial increase over the figure at the end of 1947. The service

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Elmer Bekken, rural Scouting Director of the Boy Scouts of America, will deliver the keynote address. Regional Executive, Harley E. Erb, will attend the meeting to congratulate members of the Council which, as he stated, "has skyrocketed from ninth to first place" in Scout membership among the thirty-two Councils of Region 5 during the past few months.

Nov. Welfare Pay Climbs To High Total In State

November's total payments to needy Alabamians by the State Welfare Department came to \$2,406,171, an increase over October payment of some \$37,000.

The number of cases receiving aid during November also showed an increase over the previous month—46,742 in November as compared to 47,916 for October.

Alabama's aged continued to head the list in total funds received with 61,981 cases getting a total of \$1,346,521, an average case payment of \$22.42. During

The land was bought from Mrs. Elizabeth Starnes and Mrs. Lydia Cogswell. At the same time a group of citizens bought a block of adjacent property and now the site from Mrs. Starnes. Purchase price of the property was not announced.

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Flood Damage To Highway Runs High

George W. Phillips, chief of the Highway Department's bureau of maintenance, said last week that the heavy rains during November caused at least \$20,000 worth of damage to Alabama's highway systems.

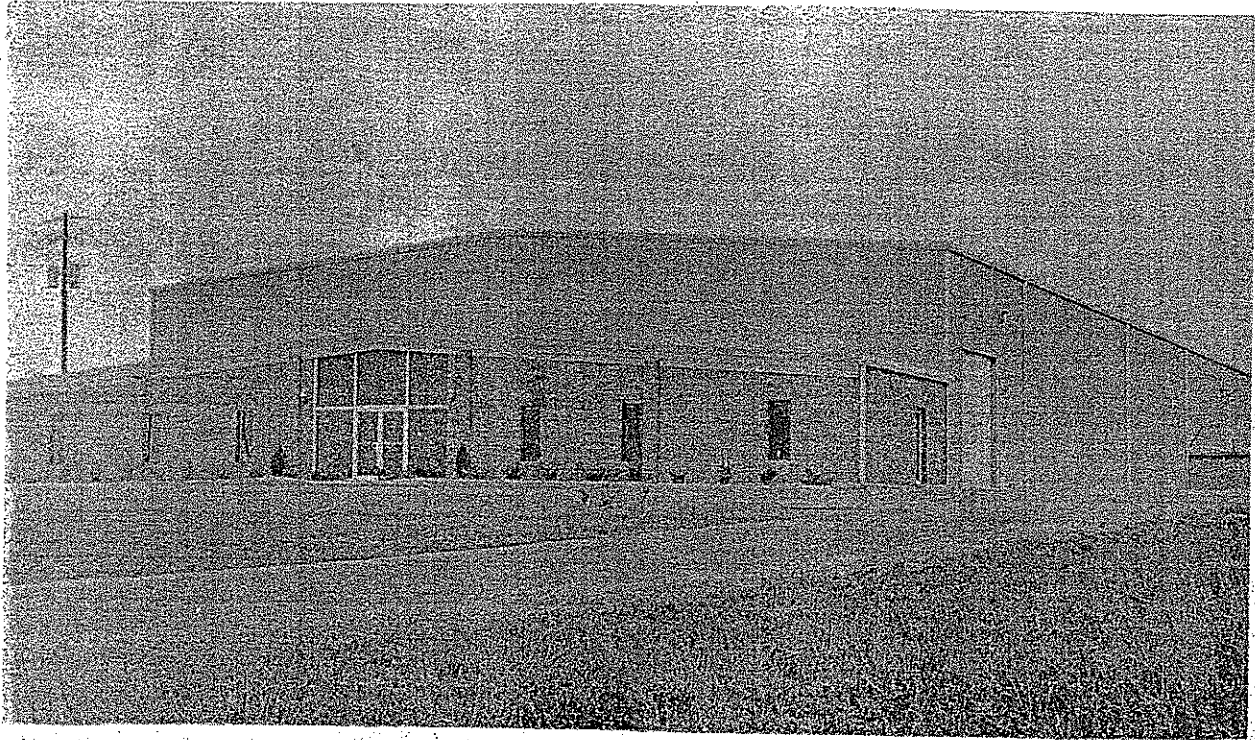
The maintenance chief said that the continuing rains would likely delay repairs on many of the roads damaged by the high waters.

Suffering particularly from the effects of the record November rainfall were:

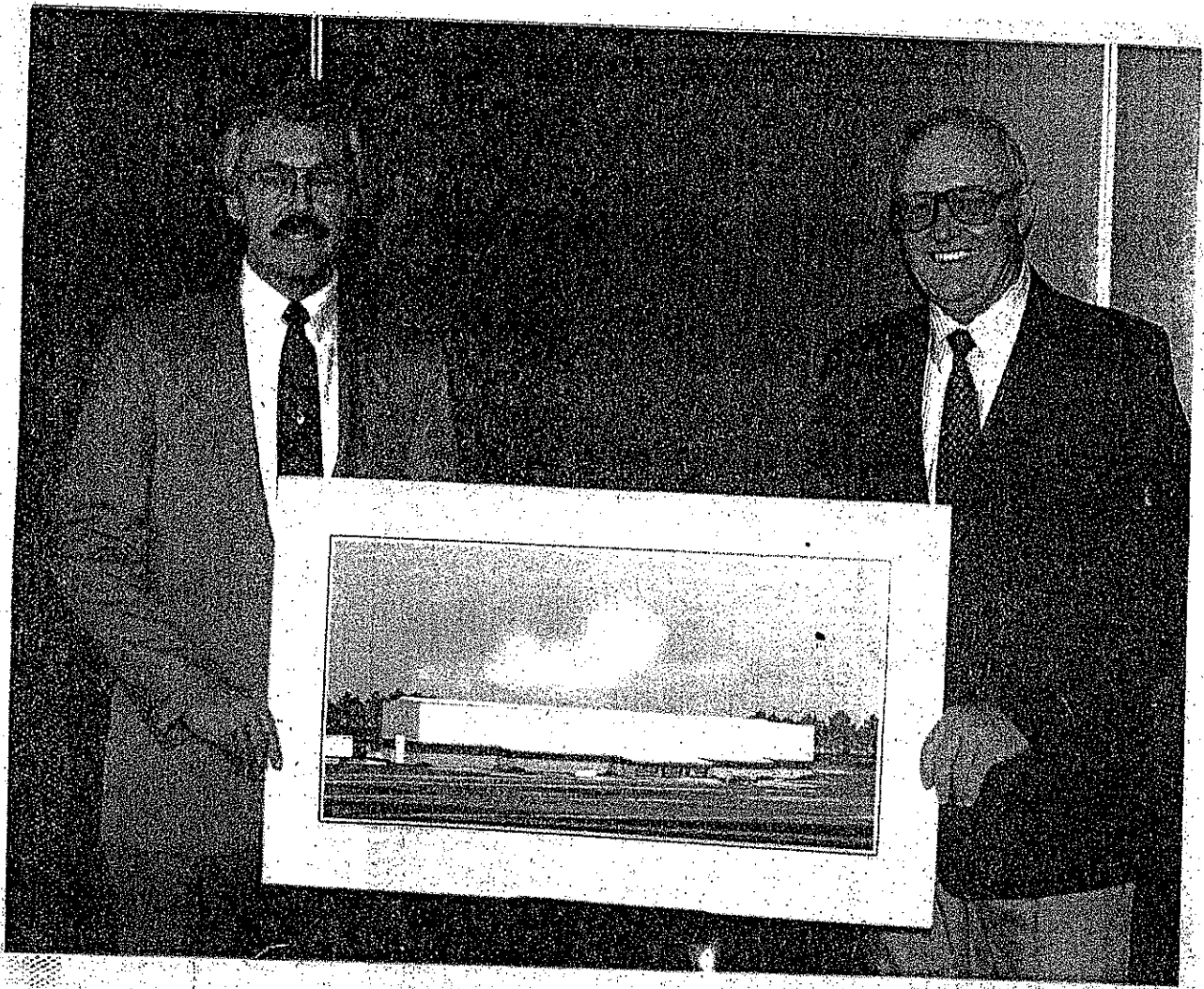
Ala. 45 north—roadway and bridges.

U. S. 31 north and south—roadway and minor bridges.

Camden-Monroeville Highway—floodwater over roadway.



Former Warren—Pillard Building to house newly announced Blue Giant Equipment Company



Sandy Hill Corporation sees potential

Floyd Rourke, president of Sandy Hill Corporation, recently told a group of community leaders in Pell City, he sees "great potential," for his company in their plans to build an additional facility in Pell City. The New York based industry offers products to pulp and paper mills. Sandy Hill is in association

with the Scandinavian company, Kamyr. The plant, currently under construction in the Industrial Park will open in December, added Rourke, pictured here with Pell City Mayor Hugh H. Williamson and an architectural drawing of the planned facility. (News-Aegis photo by Kelly Bryan)

Firm to Make Transformers In Pell City

MONTGOMERY--Executives of the world's largest remanufacturer of pole top and pad mount distribution transformers called on Gov. Fob James to announce plans to establish a \$1 million plant in the Pell City Industrial Park.

Jim Hastings, president of Dowzer Electric of Mount Vernon, Ill., told the Governor that his firm's Pell City plant will employ up to 100 men and women in manufacturing and rebuilding oil-filled transformers for electric utilities companies throughout the Southeast and westward into Texas.

Hastings noted that Dowzer has acquired a 10-acre site, "which gives us room for anticipated expansion."

Governor James, himself a highly successful industrialist, greeted the Dowzer officials warmly.

"You will find, Mr. Hastings, that the work ethic is not obsolete in Alabama," Governor James declared.

When fully in production, the Pell City plant will produce \$4 million worth of transformers annually, \$1 million of which will go into the local payroll.

Hastings cited Pell City's "Citizen of the Year," Ed Ash, and APC Vice President G. T. Nelson for special commendation. Representing the State in siting the Dowzer plant were industrial development representative Curtis Sumrall and Alabama Industrial Development (AID) training program Deputy Director John Mosley.

The new 30,000-square-foot plant will be financed by industrial revenue bonds, and AID will conduct pre-hire training for the men and women selected by Dowzer to operate the facility.

Dowzer Electric was founded in

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Dowzer Electric was founded in Mount Vernon in 1939 as a transformer repair shop. It has grown from five employees in a 3,000-square-foot plant to 325 employees in three plants in Mount Vernon and one in San Juan, P. R.

Dowzer operated independently until 1971, when it was purchased by Sola Basic Industries, which, in turn, was acquired 15 months ago by General Signal Corp., a billion-dollar corporation headquartered in Stamford, Conn.



GOV. FOB JAMES WELCOMED industrialists from Illinois and business leaders from Pell City who came to announce plans for a new industry. The Governor said such occasions "are the most pleasant among the functions of this office." Dowzer Electric Division of General Signal Corp. disclosed plans for a \$1 million plant in Pell City to build and remanufacture power line transformers. Shown with the Governor, from left, are Bobby A. Davis, acting ADO director; Paul Turner, Pell City councilman; Fred Denton, State industrial development director, ADO; Barnett Lawley, chairman, Pell City IDB; Lamar Williamson, Pell City radio station WFHK; Doug Turner, Pell City businessman; Reid Alexander, vice president, Union State Bank; George Byars, vice president-operations, Dowzer Electric; Curtis Sumrall, ADO industrial development rep; Ray Minor, plant contractor; Jim Hastings, president, Dowzer Electric; G. T. Nelson, vice president, Alabama Power Co.; Pell City Mayor Hugh Williamson; Burke Yarbrough, Pell City businessman; State Rep. A. J. Blake; Ed Ash, Pell City promoter and "Citizen of the Year" for 1978; Kurt Larsen, president, Blue Giant Mfg. Co., Pell City; Ed Pitchford, Alabama Power industrial development rep; State Sen. John Teague, and Harold King, board chairman, Peoples Bank of Pell City.

Blue Giant Tabs Pell City 'Crossroad of The South'

PELL CITY--Blue Giant Equipment Corp. is announcing the start-up of production of its "dock levelers" in a new plant here with an attractive brochure pointing out the advantages of manufacturing in Alabama.

"Pell City is the crossroad of The South, adjacent to Birmingham and Atlanta, and near Memphis, Chattanooga, Knoxville and other key southern cities.

"It is within 600-odd miles of Chicago, Cleveland, Detroit, Pittsburgh, Cincinnati and other major cities in the eastern half of the United States where most of the country's heavy industry is concentrated.

"It is comparably close to leading ports, also heavy users of materials handling equipment, such as New Orleans, Houston, Baton Rouge, Norfolk, Tampa, Mobile, Beaumont

and Port Arthur.

"It is on the doorstep of a limitless supply of the nation's finest steel, surrounded by an abundant and eager labor pool.

"It is in the heart of the Sunbelt, where the greatest industrial and commercial action is happening, and which seems certain to lead the U. S. in population, production and financial growth well into the next century."

Blue Giant is a Canadian-owned corporation, with headquarters in Brampton, Ont., and a large manufacturing plant in Buffalo, N. Y. It has sales agents worldwide, and licensees for its line of patented materials handling machines in Japan, Australia, France, South Africa and Mexico. It operates a factory in the United Kingdom.

Possibilities of Industrial Expansion
in Pell City, Alabama

Prepared for

The Pell City Chamber of Commerce

by

H.E. Holladay
Student of Marketing
University, Alabama

University, Alabama
December 13, 1946

Pell City, Ala.

Nov. 8, 1946.

Mr. Hugh E. Holladay,
Box 2212,
University, Ala.

Dear Mr. Holladay:

We are very much concerned over the fact that during the past several years we have had no additional industrial organizations locate in Pell City. However, during this time we have had a large increase in retail establishments. We are glad to see new establishments open in our town, but we feel that in order to properly support them we must induce more industries to locate here that will in turn bring in new payrolls.

We would like you to conduct a survey to determine what the possibilities are for new industries to locate here. Include in your investigation the following:

1. The requirements of an industry that Pell City is able to meet, such as, labor supply, water supply, transportation facilities, etc.
2. Possible reasons why we have had no greater industrial development in the past.
3. What specific types of industries is our town best suited for.

Because of the lack of information upon the subject, you will have to obtain most of your information from primary sources. We suggest that you contact Mr. R. Martin, one of Pell City's oldest citizens. He can give you lots of important information.

Since we would like to present your report at our meeting on December 16, we would appreciate it if you will submit your finding not later than December 14th.

Very truly yours,

John Smith

President Chamber of Commerce

Box 2212

University, Ala.

Nov. 10, 1946

Mr. John Smith,
President Chamber of Commerce,
Pell City, Ala.

Dear Mr. Smith:

Your letter of November 8th, requesting that I make a survey for you, has been received. I think I understand your problem fully and will start to work upon it immediately.

Since most of your information will have to be obtained by questionnaires and personal interviews, I cannot set the definite date of submission, but every effort will be made to meet the December 14th deadline.

I will keep you informed of my progress.

Very truly yours,

Hugh E. Holladay

Box 2212

University, Ala.

Dec. 15, 1946

Mr. John Smith,
President Chamber of Commerce,
Pell City, Ala.

Dear Mr. Smith:

In accordance with your request of November 8~~th~~, I have completed the survey and am forwarding the final report to you.

Due to the lack of information on the subject, most of the data in this report was obtained by questionnaires sent to business men in Pell City. Information was also obtained by making a personal survey of the town.

It is interesting to note that the actual increase in retail establishments is far greater than the number expressed by most of the business men contacted.

From the facts obtained, it is apparent that Pell City can offer certain industries very interesting inducements. I think it would be most profitable to contact these industries and present your inducements to them.

v

It has been a pleasure to serve you in preparing this report. If there is any question about any part of the report, I will be glad to answer it for you.

Yours truly,

Hugh E. Holladay

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The Possibilities of Industrial Expansion
in Pell City, Alabama

I.

INTRODUCTION

Purpose

The continually increasing number of retail establishments opening in Pell City with no additional industrial organizations locating there has caused the business men to become alarmed.

This report has been prepared to show the relation between the increase in population as compared to the increase in retail and industrial establishments, and finally to show the possibilities that Pell City can offer to certain industries.

Method

Most of the data presented in this report was secured by questionnaires sent to business men of Pell City. ¹⁹⁴¹ Supplementary data was also obtained through a personal survey of the town.

Limitations

A more extensive and complete report could have been prepared if more time and money had been available. Since the time and money were limited, the questionnaires had

to be sent to a very highly-selected mailing list in order to get the best returns and results in the allotted time.

Definitions

"Retail Establishments." The term in this report is used to include all establishments that offer goods or recreation for sale to the consumer.

"Industrial Establishments." It is used to include only those organizations that hire labor to produce or change the form of goods. It does not include agriculture.

II.

History

Pell City is a small town of about 3,500 population. It is located among the mountains of North Central Alabama about 35 miles east of Birmingham at an elevation of about 700 ft.

It is a town that has prospered after a second start. City incorporation papers were applied for in 1887, the town site was surveyed, streets were laid out, and a few houses were built. During the same year three railroads; the East and West, the Coosa Valley, and the Southern Railway ran their tracks into the budding city and constructed a joint terminal. The East and West, built by George H. Pell from whom the city derived its name, was sold to the Seaboard Airline Railroad.

The town was seemingly on its way to a running start. The Pell City Land Company was organized and was instrumental in locating the Hercules Pipe Company, the first soil pipe plant erected in the South, in Pell City. Stores sprang up, the post office was located, and a saloon was doing a boom-time business. But then came the black days for Pell City. The Panic of 1893-94-95 forced the Pell City Land Company and the Hercules Pipe Company into receivership.

In 1900 the town site had grown up in weeds and there were only about 42 people living in the town. The disastrous Panic had cleaned out the town and the industries had moved

In 1902 the city's largest industry, the Pell City Manufacturing Company (cotton mill), was started and in 1903 when actual operation began, 1,500 people moved into the town. The Pell City Manufacturing Company operated under that name until 1919 when it was bought by the Avondale Mills and it is still in operation under that company.

To show the rise in population and growth of the town in the past, in 1900, the population was only 42, and by 1909 the population had risen to 2,000 of which 80% were white. The population of Pell city today, as stated before is about 3,500. The census gives only about 950, but that only includes the incorporated limits of the town and does not include the cotton mill village. It is estimated that the increase in population in the last 5 years has not been over one or two hundred.

III.

Ability to Support Present Population

According to the opinion of most of the business men of Pell City, the town is more than capable of supporting its present population.

Pell City's main industry is a cotton mill which employs approximately 1,500 people. There are approximately 50 retail establishments that will average about 7 employees each making a total of about 350.

Professional, semi-professional, service workers and other occupations account for about 625 people employed.^{2.} If the county percentage is representative, there are approximately 1,050^{3.} persons under the age of 15 and not considered to be employed. This makes a total of 3,525 people employed or not yet of age to be employed. It is possible that more people than stated above are employed because Pell City supports many people that live in outlying communities.

~~1. Personal Survey~~ 11/1/7

2. Alabama County, Statistical Abstract. County Percentage Applied to Population of Pell City.
 3. Obtained from same source and in same way as #2 above.

IV.

Industrial Development in Past.

Pell City's industrial development
been covered in the section on history
when the Pell City Manufacturing Co.
there has been practically no ad
locate there.

For many years, Pell Co.
any other section of St.
Company was responsible
moved away and at present

Apparently, the
industrial development
in Pell City
area was
monopolized

V.

Retail Expansion in the Last Five Years

It seems that Pell City has over-expanded in its retail field in the last five years as compared to industrial expansion and increase in population. It has already been stated that the population has not increased over 200 and there has been no increase in industries.

Below is shown the increase in retail establishments, by the type of business, in the last five years:

<u>Type of Business</u>	<u>No. Increase</u>
Automobile	2
Barber Shop	1
Cafe	2
Dry Cleaning	1
Five & Dime Store	1
Hardware	1
Grocery	2
Jewelry *	1
Dry Goods	1
Filling Station	2
Repair Shop, Auto.	2
Flower Shop *	1
Auto Parts Store	1
Furniture Store	1
Bowling Alley *	1
Electrical Shop	1

Shoe Repair Shop	1
Curb Market *	1

Total	23
-------	----

* New Enterprises

Water Supply

Until recently, Pell City did not have an adequate water supply, that is, for any additional industry. At the present there is being laid a pipe line from a nearby spring lake that is capable of supplying water to a town of 200,000 population.

Transportation

Pell City is served by the Southern Railway main line from Birmingham to Atlanta, Georgia. There are a number of bus lines that serve Pell City. Motor truck freight service is furnished by thirteen or more operators.

VII.

Types of Industries that Pell City Can Best SupportTextile or Related Industries

Pell City could definitely support an industry that could manufacture goods made from the cloth produced in the local cotton mill. An over-all or a cotton dress factory has been suggested.

Wood Processing

There is an abundant supply of timber in the surrounding area of Pell City. This consists mostly of pine. A sash and door factory has been suggested.

Manufacturing of Metal Products

It is believed that Pell City could appeal to industry of this type even though there is not a supply of raw material right in the area. This can be compensated for by the offer of a cheap site for location, low taxes, skilled labor, and suitable transportation facilities. The raw material can be obtained in a radius of 35 miles. There is an adequate supply of fuel in St. Clair County. At one time, some of the best steam coal mined in Alabama came from Coal City about 6 miles from Pell City. It is still producing.

VIII.

Inducements that Pell City Can Offer to the Above IndustriesTextile or Related Industry

Pell City can offer a plentiful supply of cloth that is produced in the local cotton mill, ^{and} plenty of labor particularly skilled in this type of work. Several building sites located on Main Trunk rail line and highway. (Southern Railroad, and Bankhead Highway #78). In addition to these, there is power available through Alabama Power Company, coal available within county, paved highways in all directions, water transportation is expected to be available, on the nearby Coosa River, in the near future, and a demand for this merchandise in the Southern States.

Wood Processing and Metal Products

Practically all of the above will apply to the other two industries mentioned. Raw material is available for the wood processing industry in the surrounding area, and it is available for the Metal Products Plant within an area of 35 miles.

Pell City can also offer telephone service, natural gas furnished by the Southern Natural Gas Corporation, good schools, and churches, tax rate comparable to the surrounding counties and other inducements as, ^{water supply,} labor, and transportation already mentioned.

IX.

Conclusion and Recommendations

From the facts presented in the report, it is apparent that Pell City can offer some very good inducements to certain types of industries. It seems that Pell City would be an ideal site for the location of some textile industry that would use the cloth produced by the local cotton mill.

In order to support the increase in retail establishments, Pell City must increase her population and one way to do this would be to bring in some new industry. How can this be done? Pell City is a suitable location for several different types of industries. Why not contact these industries and let them know what you have to offer?

*M. J. ...
9/10
mentioned on page 6?*

Appendix

Box 2212
University, Ala.
Nov. 12, 1946

Mr. J. Roger Moore
Pell City, Alabama.

Dear Mr. Moore:

As you know, almost every day some young person of our town is approached with the problem of deciding to settle in Pell City or going to some other place that appears to offer better opportunities. At the present I fall within this category.

We know that Pell City has expanded in the past. I am trying to determine if it has already reached its greatest expansion or if it can offer the inducements and opportunities to cause industries to locate within its vicinity in the future.

If it is not asking too much, I would like to get your opinion on the questions attached to this letter.

Your response will be greatly appreciated.

Yours truly,

Hugh E. Holladay

QUESTIONNAIRE

1. How long have you lived in Pell City? _____.
2. Has Pell City grown since you have lived there? ___.
3. Approximate population of Pell City 5 years ago? ___.
4. Approximate population of Pell City today? _____.
5. Number of additional retail establishments in last 5 years? _____.
6. Number of additional industrial establishments in last 5 years? _____.
7. Do you think Pell City can support its present population?
Yes _____ No _____.
8. Do you think Pell City can furnish the following?
 - a. Labor for any new industrial organization? Yes ___ No ___.
 - b. Housing for additional labor? Yes ___ No ___.
 - c. Water supply? Yes ___ No ___.
9. What type of industry do you think would be best?
 1st choice _____.
 2nd choice _____.
 3rd choice _____.
10. Has Pell City a suitable site for the above? Yes ___ No ___.
11. List any inducements that Pell City could offer to any of the industries listed in No. 9 above.

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Story Of A C of C Project— Industrial Park Becomes Reality

An industrial park for Pell City, long a dream of the Greater Pell City Chamber of Commerce, became a reality this week.

The C of C's industrial development committee, under the chairmanship of Ed Ash, local realtor, began plans for the industrial park early this year, and the final obstacle was hurttled on Tuesday of this week when a commitment was obtained from county officials to do the drainage and fill work for a railroad spur to the site.

First step in the project was the obtaining of an option on the property — 312 acres east of

Pell City known for years as the "Haynes property" — from its present owners, the S. M. Smith family.

Next came negotiations with Southern Railway for a rail spur. They finally said it would be feasible to provide the rail service if the City of Pell City would provide the right of way.

So, on June 10th, Mr. Ash made his request to the Mayor and City Council at a regular council meeting.

"After serious consideration and a lengthy discussion," Ash said, "the Mayor and Council passed a resolution and provided

the Chamber with a letter stating that they would provide the right of way and utilities for the park; then we were almost home."

On Tuesday of this week, the St. Clair County Commissioner's Court cinched the deal when they agreed to handle the drainage and fill.

"With cooperation like this from the city and county officials," a delighted Mr. Ash told the News-Aegis, "it should not be long before we hear the hum of machinery grading a site for the first industry for the new park."

AN ED

Although a far cry from the National Republican piped into homes everywhere upcoming Municipal election, something of a whirl

The stepped-up interest stems in part from the candidates seeking places on 1 years gone by a candidate to go to a lot of trouble "I now the community seems sample ballots and the like

It is heartening to see interest in the governing concern expressed by many sider to be the needs of the ed into positive action — man can be nudged into this is not to suggest that it is the healthy climate ofte

And it is to be sincere every voter — will take his ly, even to the point of rea

One local candidate hi disturbed at hearing some only for the candidates to shake their hand and ask expressed the opinion that a more serious, and more That the voter should we candidate carefully and cho ed for the job; not just the

We believe this to be the matter of selecting government — on any leve so casually, nor on such a

And an attitude at least of indifference, the what-do the voter who does not eve

The News-Aegis strong Pell City take the time n precious right to vote. And Think about the candidate authoritative lever. Is he

ONLY HALF DONE, THEY SAY —

Mayor, Council Explain City Paving Project

Mayor Otis Perry and members of the City Council in answer to what they termed "a misunderstanding on the part of some of our citizens," this week issued a statement of clarification regarding the massive street paving and resurfacing program now underway in Pell City.





PELL CITY'S INDUSTRY SEEKERS counted coup twice Dec. 8 when they and Gov. George C. Wallace announced two plants in the St. Clair County community. Disclosing plans for the Prairie Tank & Construction Co. of Plainfield, Ill., to build a \$750,000 facility were (photo above), from left, Ed Ash, chairman of the Pell City Chamber of Commerce industrial committee; State Rep. (Mrs.) Marilyn Quarles; State Sen. John Teague; Mayor Hugh Williamson; J. Spencer Van Alsburg, president, Prairie Tank & Construction Co.; David Gladney, executive vice president, Birmingham Metropolitan Development Board (MDB); Mrs. Van Alsburg, and John Fisher, manager of Prairie's Pell City plant. Announcing plans of Superior Utility Products, Inc., of Santa Clara, Calif., to build a \$250,000 plant to produce water pipe fittings were (photo below), from left, Ed Ash, Rep. Quarles, Senator Teague and Mayor Williamson; Harold King, Pell City Peoples Bank; Bruce Williams, president, Superior Utility Products, Inc.; Williams' mother-in-law, Mrs. Ann Smith; Gladney; Ken Fendley, Birmingham MDB; Ken Goodman, president, Pell City Chamber of Commerce; Ed Pitchford, Alabama Power Co. industrial developer, and Ron Drinkard, ADO industrial development representative.



St. Clair

We Care About You...And The

104TH YEAR-NO. 95

PELL CITY, ALABAMA

SUNDAY MORNIN

Wallace announces new industries for Pell City

By MARCI ELLIOTT

Governor George C. Wallace announced two new industries for the Pell City area Thursday. His announcement was made at the Greater Pell City Chamber of Commerce Annual Citizen of the Year program and banquet, held at the Pell

City Civic Center to a standing-room-only crowd.

Also at the program and banquet Albert J. Blake was named Citizen of the Year. This award is given annually by the chamber to the citizen voted most outstanding for the year.

The industries named by Wallace were Superior Utility Products of Santa Clara, California and Prairie Tank and Construction Company of Plainfield, Illinois. The governor also introduced the presidents of the two firms at the banquet, Bruce Williams of Superior Utility Products and J. Spencer Van Alsborg of Prairie Tank and Construction.

Superior Utility Products plans to build a 20,000 square foot facility in Pell City for the manufacture of municipal water pipe fittings. Capital investment of the facility will be \$250,000.

Construction is to begin early in the year with production scheduled to get under way by May. The Pell City facility will manufacture water pipe fittings for the municipal water and waste water municipal market in all the states east of the Mississippi River. The California plant will continue to serve municipalities west of the

Construction is to begin early in the year with production scheduled to get under way by May. The Pell City facility will manufacture water pipe fittings for the municipal water and waste water municipal market in all the states east of the Mississippi River. The California plant will continue to serve municipalities west of the Mississippi.

Williams said that ten new jobs would be created for the Pell City area initially. Approximately 40 workers will be needed when full production is reached within five years.

Superior Utility Products purchases castings from a number of foundries in Alabama and Mississippi and machines and assembles them into the finished products.

One of the prime factors determining a location in Pell City was the nearness of several of the company's suppliers. Williams said his firm was also looking for a site adjacent to a major community such as Birmingham, but actually in a town the size of Pell City. He also said that Alabama was favorably located for distributing the company's products throughout the eastern United States, and will result in considerable freight savings over the California location.

Instrumental in bringing the firm to the Pell City area were Harold King, Ed Ash and Morris Hackney of Pell City; Bill Wilkins of the Birmingham Metropolitan Development Board; Ron Drinkard, Alabama Development Office industrial representative; and Ed Pitchford, Alabama Power Company industrial representative.

Prairie Tank and Construction Company is a manufacturer of storage tanks and plate steel and aluminum structures. The firm will build a \$750,000 manufacturing facility in Pell City.

Construction will begin on a 15,000 square foot building early in 1978 with completion expected sometime around the middle of the year, Van Alsbury said. Production should begin shortly after construction is completed.

Around ten new jobs will be created initially with 40 to 50 workers when full production is reached. Estimated annual payroll based on full employment will be \$500,000.

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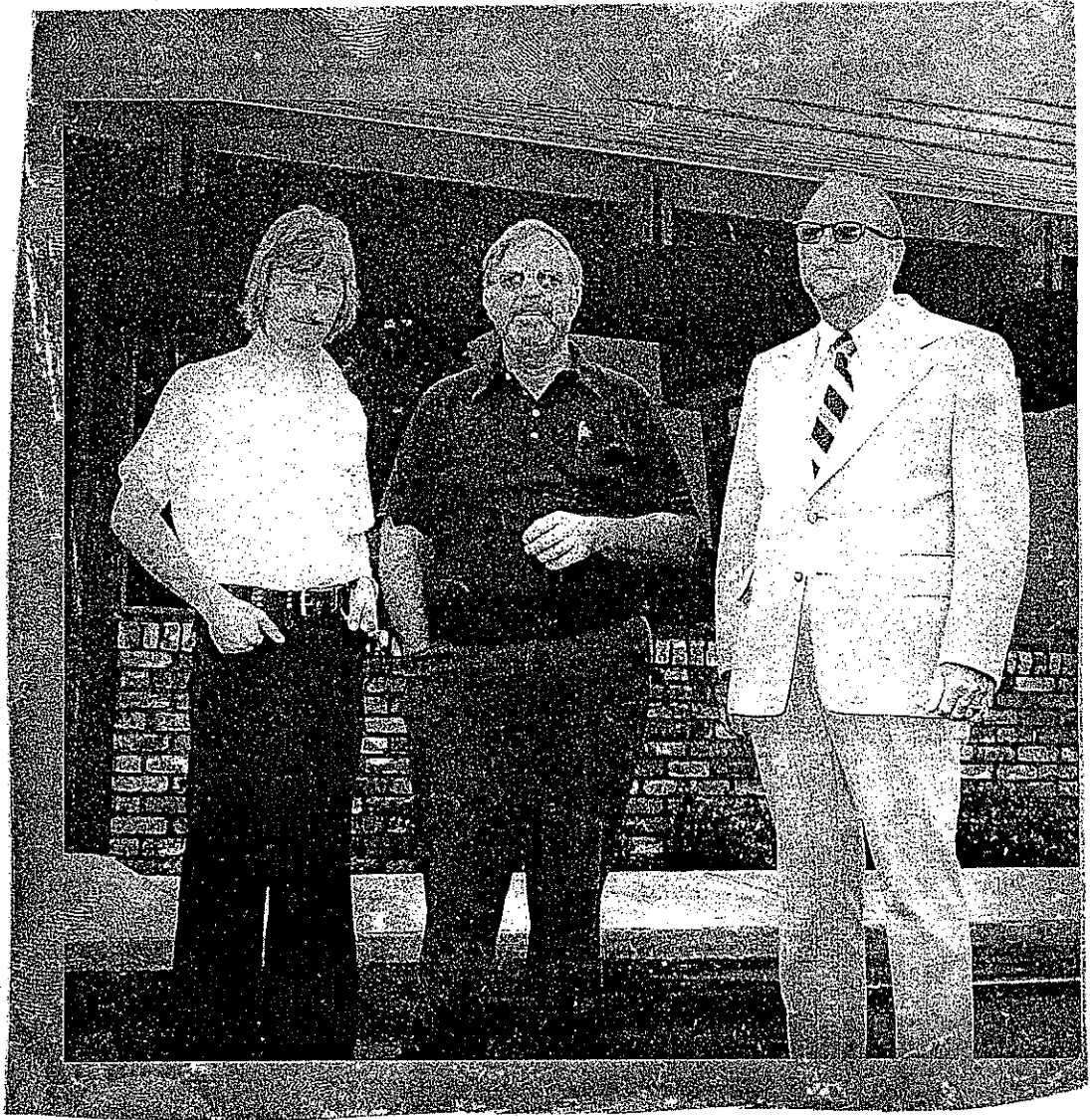
Construction will begin on a 15,000 square foot building early in 1978 with completion expected sometime around the middle of the year, Van Alsborg said. Production should begin shortly after construction is completed.

Around ten new jobs will be created initially with 40 to 50 workers when full production is reached. Estimated annual payroll based on full employment will be \$500,000.

Prairie Tank and Construction Company will manufacture storage tanks for petroleum products, water and grain as well as other plate steel and aluminum structures. Products made in the Pell City facility will be distributed throughout the Southeast.

One of the main factors in influencing the decision to build a branch plant in Pell City was the proximity of the area to the steel-producing areas of Birmingham and Gadsden. Van Alsborg pointed out that another reason is Alabama's geographical location in the center of the growing southeastern

(See Wallace Page 3A)



New Opening "Tasty King"
Early part 1979

Registers ringing in merrier Christmas

Cindy Warner
news staff writer

Retail parking lots that have been full of cars means that Pell City is going to have the merriest Christmas yet, said Mayor Lawrence Fields. Retail merchants in Pell City are reporting great sales so far for the holiday season, and Christmas is still a few days away. Many Pell City merchants feared that the new Pell City Marketplace Shopping Center would hurt their trade when plans to build the new development were announced. But, they have reported this Christmas

that their business stayed the same, and in some cases was better than ever. Sandy Dorough, owner of Radio Shack, said this has definitely been her best Christmas to date. "We have lost some sales to Kmart," she said. "But they have helped us a lot more than they have hurt us. We've already looked at our figures so far, and they are way up." Dorough said her location just down the road from the shopping center has helped her, and she can tell that more people are shopping in Pell City this year as opposed to going to neighboring towns.

"We keep a list of addresses for our customers, and we've noticed a big increase in the number of people that have been coming in from the northern end of the county, such as Ashville, Odenville and Ragland." Not only are people staying in town to shop, but according to Mrs. Dorough, they are spending more as well. "I sold more big ticket items, such as computers and home theater audio equipment, this year," she said. Newland May, manager of Big B Drugs, agreed that big ticket items were selling well this year. "We did extremely well with our

color televisions and our Sega Genesis game systems," he said. May said his business has stayed about the same since the shopping center opened. "It hasn't hurt us," he said. "I think it is keeping more people at home, and it is pumping more sale tax dollars into Pell City." May said he actually thinks the competition is good because it gives him and his employees a chance to prove that they have quality merchandise as well. May said he can also see a more

See Pell City, Page 18

Daily Home 12-22-93

Pell City

From Page 1

selective trend in spending this year, which he said indicates that people are comparing prices and shopping at several different stores to get exactly what they want.

"One thing we did do well with this year was our artificial Christmas trees," he said. "We sold more this year than in the past three years."

Linda Raughton and Susy McClanahan, co-owners of Christmas Treasures reported they also had a great year this year.

"We really thought the shopping center would hurt us," Mrs. Raughton said. "But we've done just as well this year as we did last year."

She thinks more people are shopping in Pell City this year, and she is thankful for it.

"I am still worried about the downtown area," she said. "I hope that maybe some day it can be revived."

As for shopping center retailers, Kmart manager Gary McGilvray said business has been booming, and company executives couldn't be happier.

"They are very impressed with the way this store is doing," McGilvray said. "Sales have been good since we opened, and they have been great since Thanksgiving."

McGilvray said the store hired

about 20 to 30 part-time associates and increased the hours of the ones that were already on the payroll to help with the crowds.

"It been like Saturday every day and Saturdays have been unbelievable," McGilvray said.

The top selling items there have been clothing and toys, he said.

Christmas decorations, cards, and sporting goods have also done well, he added.

Harco manager Dorothy Pruitt said her store has also had a tremendous Christmas.

"We've been busy since we opened," she said.

Ms. Pruitt said she also had to hire extra part-time help and increase the hours of those already working to help take care of all of the customers.

"Our best selling items were our Christmas decorations," she said. "We couldn't keep one item (a gum drop tree) in stock."

Mayor Fields said the extra money that is coming in will be used to help fund many city projects, such as water and sewerage expansion and the purchase of new city equipment.

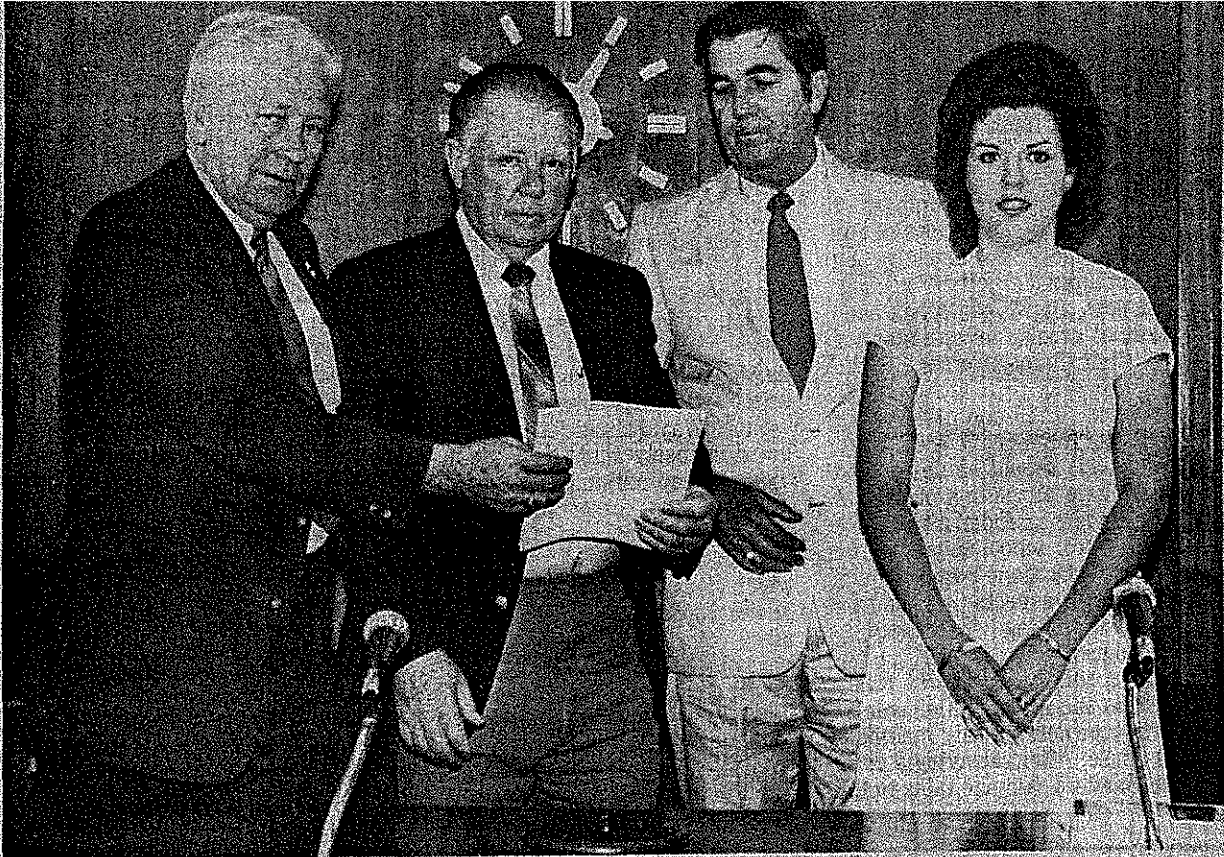
Revenue officer Melanie Doss said the increase in sales tax from this year over last has been considerable,

partly from the 1 percent rate increase and also from the increased traffic.

Comparing figures from September 1992 to September 1993, sales tax went from \$141,471 to \$242,500.

In October of 1992, the city recorded \$177,595 in sales tax revenue as opposed to \$300,560 that was collected this year.

For November, the amount shot up to \$351,430 this year, as compared to \$173,344 from last year.

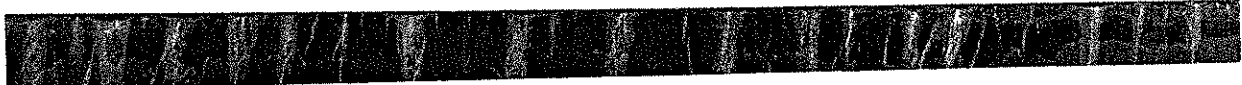
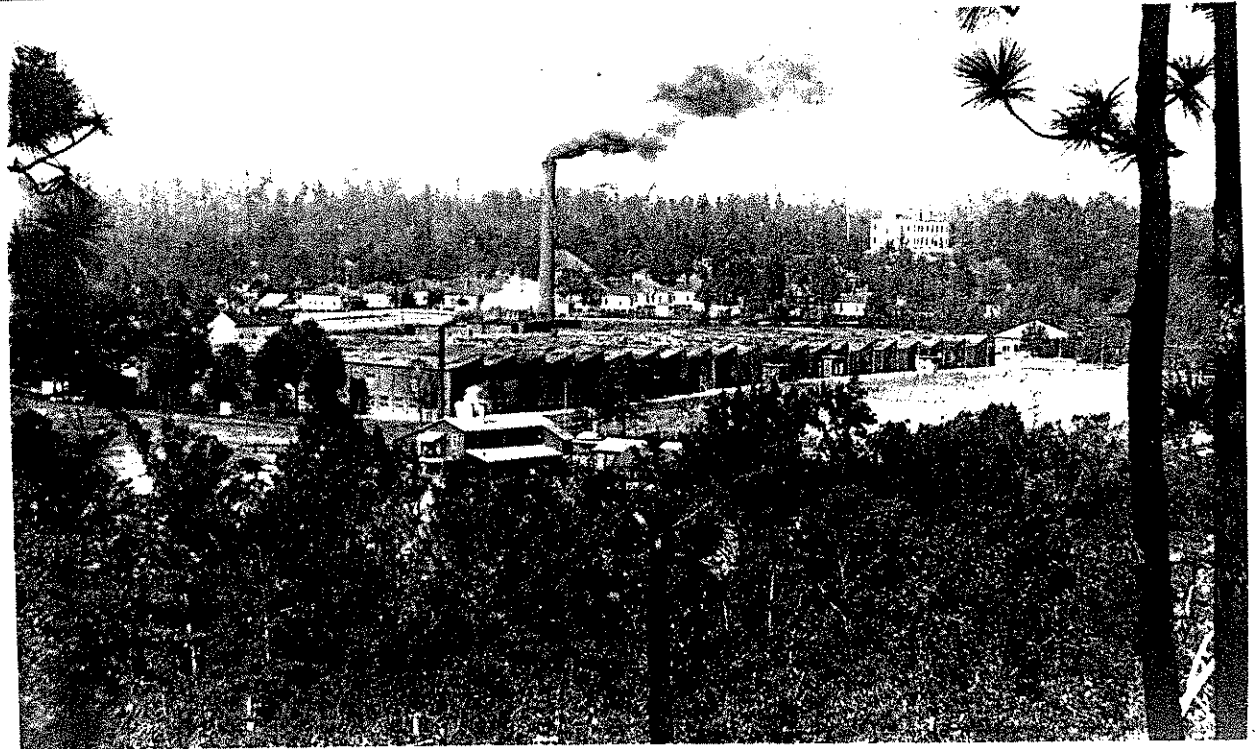
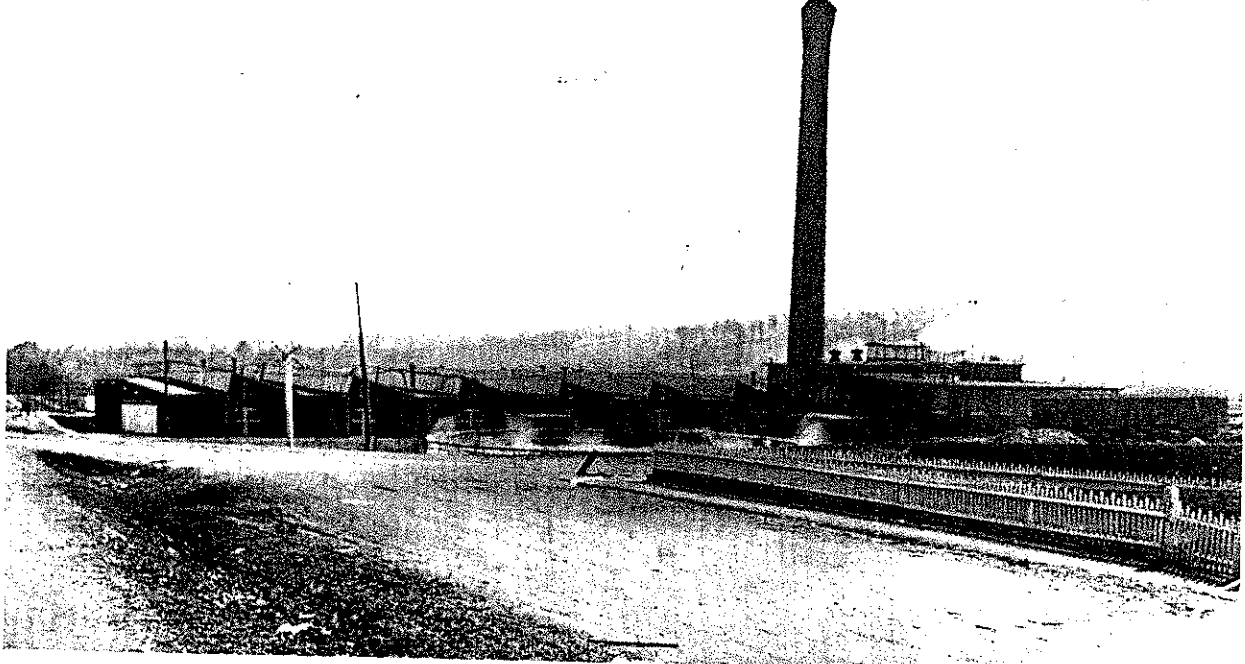


Rushton delivers check

Bill Rushton, the director of the Alabama Department of Economic and Community Affairs, brought a check for \$215,000 to Pell City this week. The economic development block grant monies will be used by the city to construct a 1,500-foot rail spur to serve the site of Benjamin Moore's new plant and will allow future in-

dustry prospects to count on rail as a viable method of transportation. Rushton also reported on the progress of a grant applied for by the Town of Ragland for road work. Pictured from left are Rep. A. J. Blake, Pell City Mayor Harvey Watson, Rushton, and Mrs. Bart Arnold of Ragland.

PELL CITY MFG. CO.,
PELL CITY, ALA.



New walking track has Pell Citians kicking up their heels

PELL CITY - On the heels of opening the new \$1 million park adjacent to the Pell City Civic Center, the city has laid down a quarter mile walking-jogging track off U.S. 78 east near Avondale Mills and is planning to develop a park on six acres of land there to serve the citizens in that part of town.

In addition to the running-walking track, the city is planning to locate picnic tables, playground equipment and lights so that the facility can be used at night according to Pell City Parks and Recreation Director Al Murray.

Murray said the latest development will serve the people in the Avondale Mill area and the "Mill Village". "They are the ones that asked that we do something over there," Murray added. The facility there is expected to be completed next spring.

Murray said improvements and additions could be made there year after year and that the site is a good place to expand.

The main park, dedicated June 10, is attracting a lot of traffic and folks according to park gate attendant Carolyn Graham. On the average the park is seeing 75-80 walkers and joggers on a daily basis and the pavilions, renting from \$50-\$250 per day, were booked up three months in advance of the park

opening according to Murray. "The pavilions are a real popular item with companies and reunions and it looks like they are going to be one of our main drawing cards," he said.

The park is open from 8 a.m. to 8 p.m. seven days a week May 1-Aug. 31, 8 a.m. - 6 p.m. March 1-April 30 and Sept. 1-Oct. 31, closed Nov. 1-Feb. 28. Admission is free

to drive-thrus but anyone who wants to stay in the park must pay \$1 per person. Picnicking is \$1 and the boat launch is \$3. Senior citizens 55 years of age or older get in free. There is no charge for walking or jogging. Dogs are allowed as long as they are leashed. Camping is for tent only and trailers are prohibited.

December 27, 1990

New retail business breaks ground

K mart to begin building Pell City store in 1991

PELL CITY - K mart is coming. In a "surprise" announcement and groundbreaking ceremony last Thursday morning, Mayor Lawrence Fields said K mart has committed to building a store in Pell City.

The store will be located at the corner of U.S. 231 and Contel Parkway. Work will begin in 1991, he said. He did not give a date for completion of the building.

The development is being coordinated by Park Investments, Ltd., an Atlanta-based company.

Cesar Rodriguez, president of Park Investments, said the company had been looking at Pell City for five years.

"We think the demographics and growth you've had indicate a growth trend—plus you're on an interstate," Rodriguez said.

Gerald A. Klein, senior vice

president of development for Park Investments, said K mart committed to the development about a month ago. The site is about 20 acres, he said, and the store will be about 91,000 square feet.

Klein did not know how many people the store will employ.

He said his company sites between four and eight stores a year. He visits ten to 12 communities

each week in the process of developments.

"You have to cover a lot of territory to find a little gem," he said. "You have a lot of competition. The Chamber of Commerce and the city were very responsive."

Fields said he has been involved with several major developments in Pell City about two years. "I've been the first one I could get a hump, he said."

"It means a lot of revenue," he said. "It's a big investment."

W retail business breaks ground Part to begin building Pell City store in 1991

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each week in the process of siting developments.

"You have to cover a lot of territory to find a little bit of gold," he said. "You have a most outstanding Chamber of Commerce here, they were very responsive," he added.

Fields said he had been working with several major retail chains for about two years. "But K mart was the first one I could push over the hump, he said."

"It means a lot of jobs and a lot of revenue," he said. "It will help with future growth—industrial, retail, and residential," he said.



K mart ground breaking

Developers and Pell City officials broke ground last Thursday for a K mart store at the corner of U.S. 231 and Contel Parkway. In hard hats are Lawrence Fields, president of Park Investments, Ltd., and Lawrence Fields, City Mayor. Also shown are James McGowan, council member, second from left; Reed Alexander, background; and Brenda Fields, right.

City Singles

City Singles meets each week on Thursday night at 7 p.m. at First Methodist Church. A hard-dish supper is enjoyed on the second Thursday of each month. A joint meeting with Talladega and Talladega singles is held once a month. This support group welcomes all adult singles to attend. For more information, call 338-2498 or 338-2790.

Clair Singles

Clair Singles meet each week on Friday night at 7 p.m. in the dining room of the Edonia Baptist Church. A hard-dish supper is held on the first Friday of each month. All adult singles are encouraged to attend. For more information, call 620-5078 or 620-

New London VFD

Breakfast is being served from 6-10 a.m. every Saturday morning at the New London Fire Hall located on the Dam Road. Donations of \$3 are requested. Proceeds will go to the Community Building Fund.

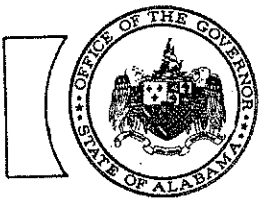
Ben M. Jacobs

The Ben M. Jacobs Masonic Lodge meeting is held each Thursday at 7:30 p.m., at 2113 Cogswell Ave., Pell City.

Masonic Lodge #592

Masonic Lodge #592 meets every Tuesday, at 7:30 p.m., on Church St., in Moody.

Pell City TOPS



ALABAMA DEVELOPMENT NEWS

AIRPORTS GET INDUSTRY

The following article starts a series of by-lined stories on activities related to state development.

LANDING INDUSTRY WITH AIRPORTS

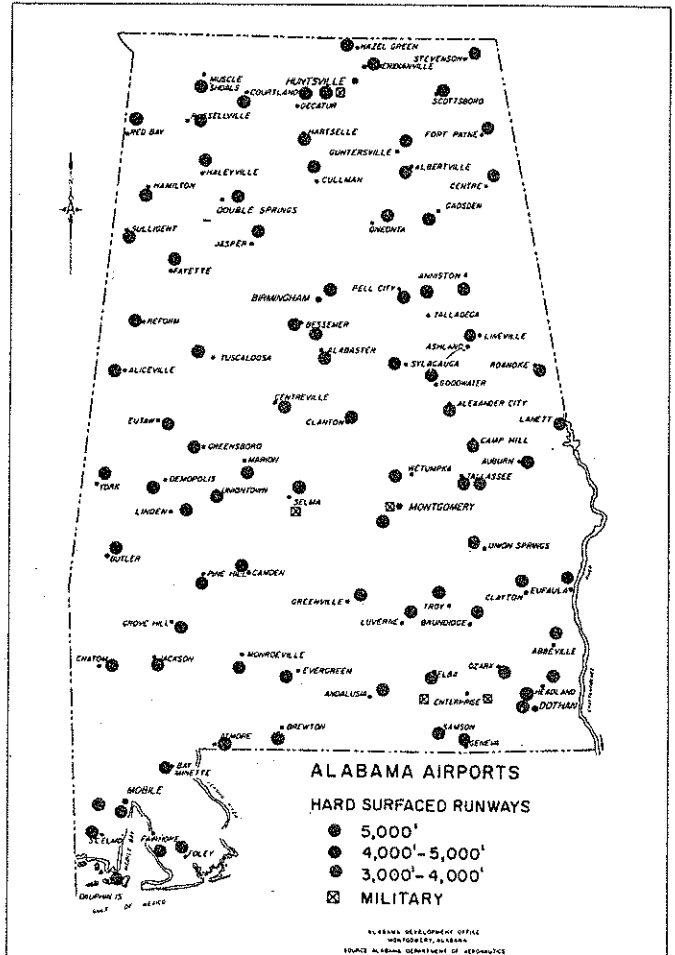
by Richard Arthur, Director
ALABAMA DEPARTMENT OF AERONAUTICS

Alabama's airports today are used not just for landing airplanes but are also used for landing industry. Many industrial decision makers consider potential sites only if there is, or will be, an airport nearby. With this in mind, Alabama has built new airports and improved existing facilities to the point of leading all other states in the nation in airport construction. These activities tie Alabama's communities to the age of air transportation.

Since modern industry is geared to the jet age, production schedules depend on and demand rapid cargo transfer. Incoming supplies and material must travel by air to meet manufacturing schedules and finished products must be delivered by air to meet the demands of today's highly competitive markets. Accessibility to airports for industries is no longer a luxury but a practical means of meeting tight schedules. This same factor is applicable to management personnel of expanding industries. Executives and company planners are now insisting on good airport connections as a requirement for a new plant's location.

Alabama's 1970 construction program was one of the largest ever accomplished by the Department of Aeronautics. Completed projects for the year included: 2 new fields, 3 paved runways, 3 runway extensions, 9 paved runway overlays and re-treatments, 8 lighted runways, and 3 field houses. Many additional projects involved paving aprons, taxiways, access roads, apron extensions and overlays plus clearing runway approaches, fencing, and installing airport beacons. In summary, the Department of Aeronautics in 1970 made payments on State grants of \$435,298 for projects involving a total cost of more than \$2.8 million.

The large amount of construction in the past year brings the number of Alabama airports with paved runways to 84; of these, 76 are also equipped with runway lights. The State now has a total of 180 public and private airports (see map) in addition to military airbases. Of this total, 116 airports are



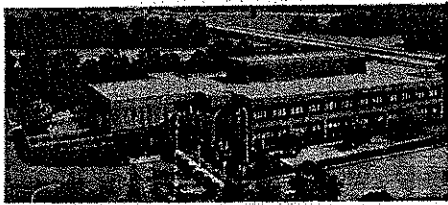
licensed by the State and are available for general use. Some 120 cities, counties and communities have benefitted from the \$6.7 million in construction grants that have been made by the Alabama Aeronautics Commission as of December 31, 1970.

The State's future construction plans are geared to keep pace with civil aviation's dramatic growth, and airports are presently being built in Bessemer, Ft. Deposit and Florala under the "Alabama Aid to Airport Program". Other airport developments now in progress include:

TUSCALOOSA - A new 6500-ft runway with parallel taxiways and a new administration building.

BIRMINGHAM - A \$14 million municipal airport expansion and improvement program including a new administration building and extension of 1 runway.

IBM Starts New Building



International Business Machines Corporation announced the start of construction on a new branch office building in Montgomery. The firm will be located on a 6.2 acre site along the Eastern Bypass. Plans call for IBM to move into the two-story steel frame structure late in 1971.

A.L.Morrison, Jr., IBM branch manager, said two-thirds of the new building's 45,000 square feet of floor space will be occupied initially by IBM sales, administrative and service personnel, with the remaining space available for lease to non-IBM tenants. Territory served by the local IBM branch office covers 36,000 square miles in 30 central and southern Alabama counties. Products offered range from small punched card units to large computers, copiers, electric and magnetic tape typewriters, and dictation equipment.

INDUSTRIAL GROWTH

PELL CITY - Two industries have announced plans to begin operation in Pell City. The Capital Products Company expects to begin operation immediately on the manufacture of furniture, wood products and various furniture parts. The company anticipates creating some 50 new job opportunities. The Panel Corp. expects to begin production in February on pre-fabricated houses for use as temporary schoolrooms, small churches, offices, and expects to expand to production of residences in the near future.

MCINTOSH - The Ciba-Geigy Corporation has begun construction of a million dollar modification program at its McIntosh Plant to begin manufacturing a new

chemical product. The plant manager said the new process for the chemical is one which releases no liquid effluent waste, which is in keeping with the Company's philosophy of eliminating waste in the initial manufacturing process. The McIntosh Plant manufactures some 35 agricultural and industrial chemical products. Employment at the plant is 1,725, with an annual payroll of over \$14 million.

EUFULA - U. S. Golf Corp., formerly of Atlanta, is relocating in Eufaula. The company has been purchased by a Eufaula corporation and will manufacture golf clubs. Construction is underway on a 24-acre site in the town's industrial park. When full operation is underway, U. S. Golf expects to create some 25 job opportunities.

PLANNING HEAD RECEIVES HONOR

ADO's Deputy Director for Planning, John Rogers, was elected President of the Southern Council of State Planning Agencies at the annual meeting January 22 in Atlanta. The Council is composed of planners from fifteen southern states from Maryland to Oklahoma and from Louisiana to Florida.

Rogers said a Council workshop meeting in Alabama is being planned for April 1971 to include state planning agencies, governors' staff representatives and federal state coordinators. Agenda topics will cover revenue sharing, state federal planning problems and other areas of mutual interest.

DEVELOPING ALABAMA

90 UNITS of low rent housing will be built in the Aaronville Urban Renewal area. A total of \$1,043,566 in federal funds was made available to the Foley Housing Authority for the construction. The money was made available through HUD.

THREE NEW OIL FIELDS, the largest number ever named at one time in Alabama's 27-year history of oil exploration, were designated

STATE OEO TO RECEIVE GRANTS

Alabama and 7 other southern states are each eligible to receive a minimum of \$100,000 under a recently announced Office of Economic Opportunity (OEO) Incentive Grants Program. The grants are intended as "seed" money to stimulate local projects in such areas as housing, job training and family planning. The grants will be made to Community Action Agencies and other OEO grantees in the state. State's may receive up to \$400,000 depending on the quality of projects developed and the grantee's effectiveness in meeting the needs of the areas concerned.

The grants are intended to stimulate OEO grantees to improve present methods of administration and operational performance. Applicants were requested by OEO to submit a prospectus outline for each project prior to the completed proposals. Some 16 grantees submitted a total of 22 projects by January 8, 1971.

January 30 by the State Oil and Gas Board. New fields are the Uria in Monroe County, East Detroit in Lamar County, and Womack Hill in Choctaw County. The Board also approved plans to eliminate surface disposal of oil-field brine ending pollution of streams and the danger of damage to land.

COLUMBIANA - Buck Creek Industries, Inc., which operates Valley Mills at Columbiana, has announced plans to invest \$250,000 in new equipment in an expansion move. The company expects to boost job opportunities to more than 200 when the new equipment is installed.

BREWTON - Fashion plant has begun construction on a 23,000 sq. ft. addition to its plant. The addition will expand the Sewing Department and the Distribution Center at the Judy Bond facility. An estimate of 100 job opportunities will be created when the expansion is complete in the early summer.



Cindy Warner/Home staff photo

Daily Home 10-2-93

Donation to Pell City Tree Commission

Norma Morris, right, president of the Pell City Beautification Board, recently presented the Pell City Tree Commission with a check to be used for a beautification project at the Interstate-20 158 exit ramp in Pell City. Tree Commission Chairman Bobbie Holtam, center, said the money will be used to plant shrubbery along Hospital Drive. The entire 158 exit

ramp area, along with Industrial Park and Bruce Etheridge Drive, is on the group's beautification plan. Ms. Morris said the money for the project was donated by several local businesses and industries. Also pictured is Mayor Lawrence Fields, who said Pell City is just a step away from being named a Tree City, U.S.A.

Airport

From Page 1

ple are the experts, and they'll determine the best location."

This section of Alabama would be a good choice for an international airport because of existing air traffic lanes over the area, Todd said.

"I think we still have better than a 50-50 chance that it will be in St. Clair County," he said. "I'd rather remain optimistic and someday be disappointed that it's not coming here than to be pessimistic and be surprised to learn that it is coming."

Final approval of a site for the airport will involve state and federal agencies, including the governor, the Alabama Department of Environment Management, the Army Corps of Engineers and federal Environmental Protection Agency.

Todd optimistic over St. Clair's chances for international airport

Daily Home
10-2-93

By Juanita McDonald
Home staff writer

Despite latest reports that St. Clair County is the number two choice as the site of a proposed international airport, County Commission Chairman Donnie Todd Jr. is still optimistic about his county's chances of getting the facility.

"It's like entering the Publisher's Clearing House sweepstakes," he said. "You send your entry in and never give up."

Chilton County is the state airport authority's first choice, and Birmingham is third.

A proposed site near Steele has been ranked second because it contains 350-400 acres of wetlands, while the Chilton County site has few environmental drawbacks, according to Maureen Mills, ecologist with Parsons De Leuw Inc., a trans-

portation group in Washington.

Parsons is studying all three airport sites for wetland and flood plain impact, endangered species, biological communities, socioeconomic impact, historical and cultural value, and potential noise impact.

The St. Clair site has wetlands in the center of a 4,000-acre "core area on the Coosa River flood plain," according to the ecologist. Todd said the site includes a portion of the Canoe Creek basin.

"The airport could be put there. There are some problems that would have to be dealt with, and it might cost a little more to build it there, but wetlands have not in the past prevented development of an airport," Todd said.

Todd also stressed that the latest reports "are not the completed reports," then added, "but these peo-

See Airport, Page 16

Home BUSINESS NOTE



AMSOUTH BANK, located on Hwy. 231 North in Pell City, celebrated its grand opening with a ribbon cutting ceremony. This branch is located at the new Pell City Market Place. Pictured left to right: Carole Frawley, senior vice president; Dowd Ritter, senior executive vice president & co-vice chairman; Billy J. Pack, superintendent of education; Donnie Todd, Jr., chairman, county commission; Tommy Bain, vice president, city manager; Lawrence Fields, mayor; Tom Zimmer, president, chamber of commerce; John Woods, chief executive officer; and Fox DeFuniak, president, Birmingham Bank.

Daily Home 1-27-94

Home BUSINESS NOTE



BAKERY CRAFTING by REBA celebrated its grand opening Tuesday, February 8th with a ribbon cutting ceremony. Pictured left to right are Sharon Hardy, chamber of commerce; Johnnie DeGaris, councilman; Reba Underwood, owner; Colten Underwood; Shirley Adams, manager; Adrick Goodgame. Bakery Crafting by Reba is located at 2311 3rd Ave. South, Pell City.

Daily Home 2-11-94

Home BUSINESS NOTE



Pell City Mayor Lawrence Fields cut the ribbon officially opening the new Shoe City at the Pell City Market Square shopping center. Store manager Thelma Jones, left of bow, and district manager Lee Brown, far right, said they were thrilled with the turnout of local officials to welcome them to their new location.

Daily Home 10-8-93

Home BUSINESS NOTE



THE PUMPHOUSE GYM, located on Cogswell Avenue in Eden/Pell City, celebrated its grand opening with a ribbon cutting ceremony. Pictured left to right are: Mack Abercrombie, city councilman; Tom Zimmer, president, chamber of commerce; Paul Manning, county commission; Sharon Hardy, chamber of commerce; George Williams, city councilman; Jeff Wesson, owner; and Mike Osborne, Metro Bank.

Daily Home 1-27-94

Alabama Amblings

Pell City offers natural beauty

BY PAT HOUTZ, News correspondent

PELL CITY

If you live in Alabama you don't have to be a millionaire to enjoy spectacular natural beauty — mountains, lakes, forests and miles of unspoiled scenery.

There are places like Pell City — less than an hour's drive from Birmingham — that can make you believe that all of America has not gone to the dogs.

This little town of only a few thousand people bustles with activity yet its streets are tree-lined, there are signs "4 dozen eggs—\$1" and you can find a parking place "downtown" any time day or night.

Hundreds of people bring their boats to Pell City to get them repaired. When you see the boat marinas with craft stacked three high, waiting for tune-ups and paint jobs, you wonder if all the stories you have heard about the depression are really true.

ALTHOUGH PELL CITY is small and tree shaded, the St. Clair County Courthouse is modern and airconditioned. Nearby Riverside, even smaller, boasts a spanking new, modern brick Town Hall.

A day or two visiting around the area convinces you the citizens have found the best of two worlds — natural beauty and economic liveliness.

There are places like Tollie's Grocery Store which does



MRS. HOUTZ

a roaring business and the Pell City Steak House — where the service is equal to or better than in many of the finest eating places in the country.

There is an old shed standing alongside a dilapidated house on a side street. Inside the shed stands a 50-year-old Ford. The wheels are made of wood and there are lanterns on the front. The old Ford is covered with years of accumulated dust.

THE OWNERS have had the car standing there on blocks for decades — they have been offered as high as \$6,000 for it. Visitors from Birmingham stop almost daily to ask if the old car is for sale.

"No ma'am! That car ain't for sale!" a barefoot youngster playing outside will tell you if you look in and wonder if they realize what a valuable collectors gem they have.

Pride in ownership of the old car is obviously worth more than \$6,000 to the little working family who have inherited it from grandparents.

Other sights in Pell City are prosperous vacationers who came to spend a day or weekend boating, swimming or sitting in air-conditioned motel rooms peering out at the breath-taking scenery.

THERE ARE lots for sale advertised at \$100.

It is easy to take for granted some of the small towns in Alabama like Pell City. But we should appreciate them more. They are a part of Americana that we ought to look at and savor while they last.

Developer plans big for Pell City

Clanton businessman wants to bring motel and Captain D's or Shoney's

By Cindy Warner
Home staff writer

Clanton businessman Dr. Curtis Baker said he isn't ready to announce exactly what his plans are for the Pell City area, but he did admit that he has some plans in the works.

Baker is the developer of the Pell City Captain D's Restaurant currently under construction.

He is also the developer that has been trying to locate a Shoney's Restaurant and a Shoney's Inn in Pell City for almost three years.

Baker said he was able to get approval for the motel for the Pell City area, but Shoney's officials have been reluctant to grant him the restaurant franchise due to the close proximity to the Leeds Shoney's restaurant.

"That store is temporarily closed because of its lack of business," Baker said. "The corporate office has approached me about taking over that

store and trying to open it back up."

Taking the Leeds operation over may be the only way he will ever be freed to build a restaurant in Pell City, he said. He has until the middle of February to decide.

"I haven't really made up my mind yet," he said. "Pell City is the area where I really want to open up a store."

Baker said he has done and will continue to do market research to show that Pell City would be an ideal location for a restaurant and an inn.

In a meeting with Pell City Mayor Lawrence Fields, Baker said he knows how the Talladega speedway and Bass Masters have affected this area.

Mayor Fields reminded Baker of the 1996 Olympic games in Atlanta and how busy Interstate 20 will be during that summer.

If Baker did build the development, he is looking at areas near the interstate, such as the area behind

Hardee's on Hospital Drive.

"I would need a location that is heavily visible from the interstate."

He said. "That isn't necessarily the case with the Captain D's," which will be located at Pell City Marketplace.

Baker explained that while Shoney's is frequented by tourists, a Captain D's gets the most support from the local community.

Baker owns a Captain D's in his hometown of Clanton and a Shoney's Restaurant and Inn in Clanton and Selma.

He not only seems impressed with Pell City as a town, but he is also impressed with the cooperative effort from local city leaders.

"I am proud to be locating in Pell City," Baker said. "This town has an outstanding mayor who is very progressive minded."

Baker added that construction of the Captain D's is underway after a few details held up construction.

The management staff has been training in Clanton since September, and Baker has announced a projected opening date of March 13.

Daily Home 1-15-94

GTE gives computers to Pell City

By Cindy Warner

Home staff writer

Pell City School Superintendent Dr. Billy Jack Pack said a recent donation of computers by GTE will go a long way in getting a pilot program off the ground.

Pack said the Management Information System program will be used in all elementary schools by the office staff and the teachers to help keep track of information such as free and reduced lunches and grade distribution.

The school system had previously written a letter to GTE asking if they might have surplus computers on hand they could donate, but Pack said he didn't expect such a generous response.

"They were gracious enough to find them for us and even sent us some spare parts," Pack said. "It is nice to have an industry neighbor that is interested in helping the schools."

Pack said he first thought of asking GTE after their merger because he thought they might have some computers that weren't being used.

GTE donated 15 Epson and IBM compatible computers. Pack said they will be divided between the three grammar schools: Iola Roberts, Walter Kennedy and Coosa Valley.

Pack said each grade at each school will have a computer that the teachers will share. For example, the fourth grade teachers at Coosa Valley will have one computer they will share and the fifth grade teachers will have one that they will share.

Each school office will have a larger, more sophisticated computer that will tie each schools system to the one at the central office.

Pack said the central office has



Cindy Warner/Home staff photo

Walter M. Kennedy Elementary School students try out one of the 15 computers that were recently donated to the Pell City School System by GTE. While the students are having fun with the computer, it will actually be used by the teachers, Pack said. Pictured from left in the front are Leslie Chasteen, Haley Sullivan, Ashley Newton, Blake Mulvehill, Taylor Daly and Rebecca Franklin (sitting). Dr. Billy Jack Pack, left, and GTE local manager Douglas Smith look on.

already been equipped with their computer and bids are being submitted for the ones to be placed in the school offices.

The GTE computers will go a long way in helping supply the teacher computers, he said.

"This will give us immediate access to this information instead of having to dig around for it," Pack said.

The IBM compatible computers were needed in order to run a particular software package the schools needed.

The computers in the student labs are Apples and the labs are in pretty good shape, Pack said.

"Getting computers for the teachers was one of our greatest concerns."

GTE spokesman Don Hottle said the computers that were donated are about four to six years old and they came from the Durham office.

"We had them and we were happy to get them down here because we felt the Pell City school system could use them," Hottle said.

N St. Clair News

Pell City, Alabama

18 pages

Thursday, Jan 11, 1990

This Week

Great State Info

A fifth grader from California is asking for information about "why Alabama is such a great state to live in" for a school report. Her address and the type of information she's looking for are included with her letter to the editor on page A-2.

Pell City

Senior Citizens Dance ► Friday, Jan. 22

The dance, sponsored by the Trade Winds Band, Pell City Civic Center, and St. Clair Federal Savings Bank, will be held at the civic center at 7:30 p.m. The cost is \$4 per person.

Ashville

National Hugging Day ► Today

Ashville Manor Nursing will celebrate this special day by welcoming family and friends of residents to stop by and give their loved one a hug. This day is dedicated to hugging as a healthy form of touching. Nursing home staff...

County buys GTE

By CINDY WARNER
News-Aegis Reporter

PELL CITY—St. Clair County Emergency Management Agency will have a new home in March, according to St. Clair County Chairman Donnie Todd Jr.

Todd announced Tuesday that GTE has accepted the county's

offer for the Cogswell Avenue office building.

"We have a contract in hand, and hopefully the deal will be complete by February," Todd said. He said that if all goes well, the building will be ready for occupancy by March 1.

The building will serve as an

emerg
house
Agen
911 o
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police
on the
The



Aegis

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Volume 120-No. 3

TE Cogswell building

emergency operations center. It will house the Emergency Management Agency in the basement, Enhanced-911 offices on the ground floor and a central dispatching center for police, fire and ambulance services on the top floor.

The building was an ideal location for the operations center

because it already houses the necessary telephone equipment and phone service that is needed for E-911, Todd said.

He said the county will now be eligible to receive \$6,000 a year in federal money to help operate the emergency operations center.

"We weren't eligible before

because we didn't have a building for a center,"he explained.

Todd said GTE worked with the county in a way that they didn't have to.

"The building was appraised for a much higher figure than what they agreed to sell it to us for," he said. "We really got a good deal."



Ramage rumors completely false

By CINDY WARNER
News-Aegis Reporter

BIRMINGHAM—Lt. Linn Moore with the Jefferson County Sheriff's Department said rumors circulating about Scott and Crystal Ramage being involved in the death of their 22-month old daughter are totally false.

Ashley Ramage was killed November 27 by a bullet wound to the head while traveling with her parents on Interstate 20.

Moore said in a news release that the rumors begin three or four weeks prior to the holidays.

"The sheriff's office was made aware of information that was circulating primarily to the news

media that Scott and Crystal Ramage either had been or were about to be arrested with the death of Ashley Ramage, their daughter,"Moore said.

Moore said it is not unusual for this type of information to surface in this type situation. However, it normally does not reach a level of such high intensity as this case.

Moore said the rumors have gotten so out of hand that it has interfered with the sheriff's department's ability to develop credible information regarding the investigation.

"Normally we would not even address such a malicious, baseless

(See Rumors page 5A)

Highway widening

beginning scheduled

Pancake Breakfast
► Saturday, Jan. 23

The breakfast, sponsored by the ladies auxiliary and fire department, will be held from 7-10 a.m. at the fire hall. The cost is \$3.50 per plate. All proceeds will go to the Riverside VFD.

Elsewhere

PALS Meeting
► Tuesday, Jan. 26

COOK SPRINGS—People Against a Littered State (PALS) will have its annual meeting at 6 p.m. at the Springs Manor Retirement Center. If you are concerned about the roadside litter problem in St. Clair County, you are urged to attend. Dinner will be served at no charge, courtesy of the retirement center. Please call 338-7829 or 525-5528 to make reservations.

Soup & Chili Supper
► Saturday, Jan. 23

COOK SPRINGS—The homemade soup and chili supper sponsored by the Cook Springs VFD will be held at the fire hall from 5-7 p.m. Donations are \$3.50 for adults and \$2 for children.

Index

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I TOLD YOU SO—Pell City Mayor Lawrence Fields has been saying all along a shopping center on Hwy 231 was coming. He finally got to see his prediction begin clearing off the site.

New shopping will fill retail niche

By **CINDY WARNER**
News-Aegis Reporter

PELL CITY—Pell City Mayor Lawrence Fields said local shoppers will soon have the best of both worlds.

Fields, who helped the city's new shopping center, Pell City Market Place, become a reality, said citizens are lucky to have the charm of locally-owned stores as well as a big name retailer.

"A lot of citizens used to gripe about not having a place to shop, and they would go to other areas, such as Leeds and Birmingham, because we didn't have a big name retail store," he said. "Well, we're going to have that now so there is no reason why they can't stay home and shop with the new retailers and

the local merchants too."

Fields said the local merchants are the ones who have kept Pell City going through the years.

"They have been the backbone of our town," he said. "Many of the business owners have also served our city in the capacity of being civic leaders as well."

Fields said the local merchants will always be able to provide a service that some stores can't: the personal touch.

"People like to get that personal touch," he said. "I know I do and that is just one of the services that the local merchants can provide. But the new shopping center is going to keep people in the area, and that is very important right now."

Fields said the shopping center project, which has been going on



ng that the Pell City Market Place shop-
come a reality recently when work crews

center the

since 1990, was not just his achievement.

"I had a lot of prayers and support on that project," Fields said. "I did not conquer this by myself. I had a lot of people helping me."

Fields said he especially has to credit the previous city council for all the work they did to help make the shopping center a reality.

"I have said all along that the shopping center was coming. I had to send presents and really court Joseph Antonini to get this Kmart, but we got it and I knew we would."

Fields said the project changed developers after it was first announced, and that caused some of the delay. The new developer, Stewart and Perry in Birmingham,

(See Retail page 5A)

PELL CITY—A public hearing on the proposed design for widening U.S. Highway 231 here has been set for Jan. 28 at 7 p.m. at the Pell City Civic Center.

"By presenting the design the property owner will have a chance to see what we are proposing to do to his property," said Joe Holley, planning engineer with the highway

Unnamed benefactor made center a reality

By ELISE ARGO
News-Aegis Reporter

PELL CITY—Good news. A kind unselfish deed. These are two things we hear too little of.

The Children's Advocacy Center, formerly Friends of Children, has recently been touched by both.

During the fall of 1992, a benefactor who wishes to remain anonymous approached Don Cross, minister of First United Methodist Church. He said he wanted to do something to help the homeless. He soon decided there was another need in St. Clair County.

That was the beginning of the new St. Clair Children's Advocacy Center.

Since 1984, Friends of Children has operated out of the First United Methodist Church of Pell City. They have offered such programs as parenting classes to fight the growing problem of child abuse.

A plan was conceived by Pat DeMotte, director of St. Clair County Department of Human Resources, and Butch Moore, supervisor of social services, for a building to be used to interview suspected victims of abuse and their families.

In the past, these children had to tell their stories several times. Because of the new center, agencies that deal with child abuse, such as social services, law enforcement and mental health, will now come to the child.

The center, called The Children's

Holley said maps showing the design will be available for inspection at city hall. Written comments concerning the design will be accepted up to 10 days after the hearing.

Holley said the highway department will begin right-of-way acquisition proceedings in March.

"The money is allocated and we are ready to go with this project," he said.

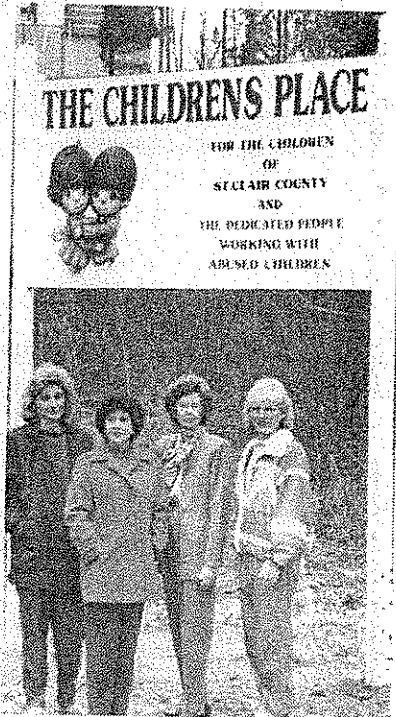


Photo by Elise Argo.

GIFT FROM THE HEART—Because of the generosity of an anonymous man, the St. Clair County Children's Advocacy Center is a reality. The center will serve as a facility where children who are suspected victims of abuse. Shown are, Sara Beth Blair, treasurer, Linda Walls, president, Jo Chesbrough, secretary and Janet Muller, board member.

Place, will offer professionals and non-professionals training and education in dealing with child abuse.

According to Sara Beth Blair, long-time volunteer for the program, the center will serve to coordinate volunteer and school programs such as child abuse and sexual abuse prevention.

Blair said she hoped to see a revival of a puppet show that has been retired for several years because of the lack of money. The

(See Center page 5A)

Story Of A C of C Project—

Industrial Park Becomes Reality

An industrial park for Pell City, long a dream of the Greater Pell City Chamber of Commerce, became a reality this week.

The C of C's industrial development committee, under the chairmanship of Ed Ash, local realtor, began plans for the industrial park early this year, and the final obstacle was hurled on Tuesday of this week when a commitment was obtained from county officials to do the drainage and fill work for a railroad spur to the site.

First step in the project was the obtaining of an option on the property — 312 acres east of

Pell City known for years as the "Haynes property" — from its present owners, the S. M. Smith family.

Next came negotiations with Southern Railway for a rail spur. They finally said it would be feasible to provide the rail service if the City of Pell City would provide the right of way.

So, on June 10th, Mr. Ash made his request to the Mayor and City Council at a regular council meeting.

"After serious consideration and a lengthy discussion," Ash said, "the Mayor and Council passed a resolution and provided

the Chamber with a letter stating that they would provide the right of way and utilities for the park; then we were almost home."

On Tuesday of this week, the St. Clair County Commissioner's Court cinched the deal when they agreed to handle the drainage and fill.

"With cooperation like this from the city and county officials," a delighted Mr. Ash told the News-Aegis, "it should not be long before we hear the hum of machinery grading a site for the first industry for the new park."

ONLY HALF DONE, THEY SAY —

Mayor, Council Explain City Paving Project

Mayor Otis Perry and members of the City Council in answer to what they termed "a misunderstanding on the part of some of our citizens," this week issued a statement of clarification regarding the massive street paving and resurfacing program now underway in Pell City.

"Contrary to what some people seem to believe," the Mayor said, "the entire paving program is only about



AN EDITORIAL

Although a far cry from the National Republic piped into homes everywhere upcoming Municipal election, it is something of a whirlpool.

The stepped-up interest stems in part from the unusual dates seeking places on the years gone by a candidate to go to a lot of trouble "perhaps now the community seems to sample ballots and the like.

It is heartening to see interest in the governing a concern expressed by many consider to be the needs of the ed into positive action — if man can be nudged into "this is not to suggest that this is the healthy climate often

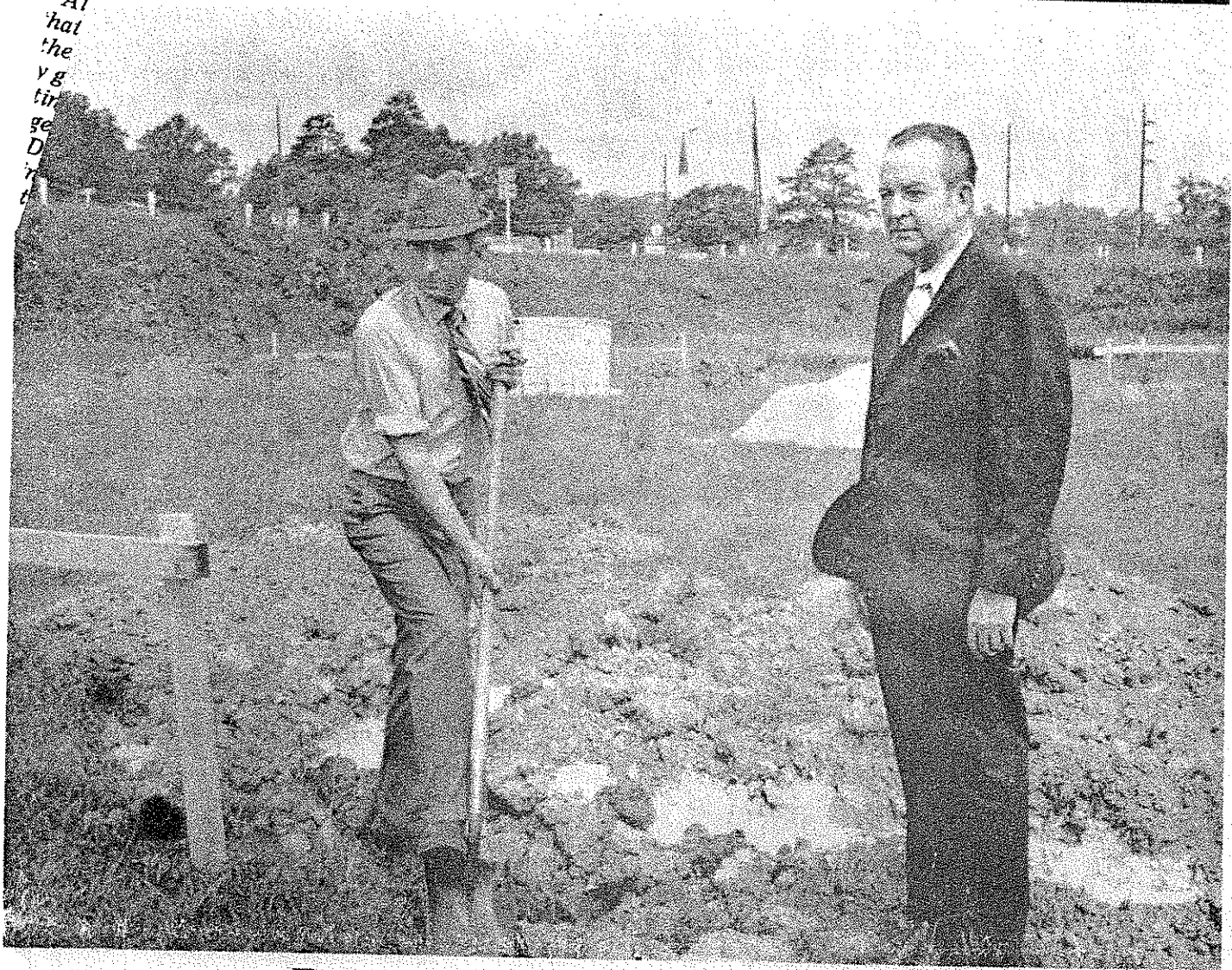
And it is to be sincerely every voter — will take his ly, even to the point of reap

One local candidate has disturbed at hearing some only for the candidates who shake their hand and ask I expressed the opinion that o a more serious, and more That the voter should weigh candidate carefully and choose ed for the job, not just the c

We believe this to be the matter of selecting p government — on any level so casually, nor on such a

And an attitude at least of indifference, the what-does the voter who does not even

The News-Aegis strongly Pell City take the time ne precious right to vote. And c Think about the candidate f authoritative lever. Is he c or she best suited for the job



First Work On The New Postoffice

Postmaster Roy Banks is shown above wielding a shovel that he said 'just fit his hands' getting the first work started on Pell City's new Post Office building. Mayor Joe Kilgroe is standing alongside offering suggestions and encouragement. Jake

Shainberger of Memphis, Tennessee, was low bidder on the new Post Office and will build it and rent it to the Post Office Department. Standifer Brothers Contractors, from Alabaster, Alabama will do the construction. Actual construction was started on

the building this week. Mr. Standifer said it would be about the first of November before the building will be completed. The building is to be approximately 6,000 square feet in size. It will be located on the east end of Cogswell Avenue,

immediately east of the highway 231 overpass. The building will be equipped with a hydraulic lift on the rear dock. Post Office officials say the rapid growth of Pell City brought on the need of a new and larger building.



CLOW CORPORATION LOADS PIPE FOR SHIPMENT TO HUNTSVILLE
... The Boss At Controls Of Fork Lift

Clow Corporation Enjoys First Fruits Of Labor

It was "load 'em up and move 'em out day" at Clow Corporation recently, and if everybody seemed to be having fun loading cumbersome bundles of 38-foot lengths of pipe onto huge tractor-trailer rigs, there was a special reason.

This was the first out-shipment of the Polyvinyl Chloride (PVC) water pipe which the new plant near Lincoln has been manufacturing since it went into production April 15th, and there was a jovial, holiday-like spirit among the workmen.

Shuttling about casually and authoritatively, if not expertly, at the controls of a fork lift was Bill Clow himself, general manager of this Anesite Division of the Clow Corporation which branched off Southward

from the parent company in Chicago last fall.

The tiny lifts presented an incongruous picture hoisting the long bundles of pipe upward, the ends drooping precariously until it appeared to the casual observer that the "plastic" pipe would surely break in the middle.

AND THE inherent toughness which prevented the PVC pipe from breaking is a subject that usually-droll Larry Moody, the plant manager, will get serious about.

"We're out to destroy the bad reputation that some manufacturers have given plastic pipe," said Moody, as he conducted an impromptu guided tour through the plant and into the laboratory where PVC samples under-

go various tests, including bruising endurance tests.

Waving a sample which had just withstood the heavy impact of one of the testing devices, Moody said, "It won't break, rust or corrode, and that's more than you can say for iron."

Clow Corporation has been working 26 employees on a three-shift basis since it began its operation on April 15th. Mr. Clow says that potential plans call for the doubling of the size of the plant and the addition of about 15 more employees within the next three years.

THE FIRST two truckloads of pipe were shipped out to the Harvest Monrovia Water District in Madison County (Huntsville).

Foundry plans are scrapped

BY MIKE MOSER
News Aegis Editor

Pell City Councilman Keith Porter announced this week plans to build a foundry by his company, Alabama Change Inc., have been abandoned in the face of petitions that were being circulated following the announcement of the new plant.

Earlier this month the Pell City Industrial Development Board in a controversial decision voted 5-3 to swap in excess of seven acres of board-owned property with Porter's firm for five acres the company owns in the industrial park.

Board members Johnny DeGarris, Bob Hall, A. G. Keller, Johnny Turner and Burk Yarbrough voted in favor of the proposal stating the community needed the extra jobs the action might bring, they said.

Board members Martin S. Higgins, Porter and George William voted against the land swap citing the conflict it caused with board policy and a

dispute over the value of the parcel of land involved in the trade.

Following announcement of the board's action, citizens in the Truss Ferry Road near where the proposed foundry was to be built, started circulating petitions against the construction of the foundry.

During Monday night's council meeting, Porter read a prepared statement announcing his company's plans to abandon the project. He did not offer further comment and did not state as to whether the land swap was also canceled.

There was a stipulation in the land swap agreement that, if after a year the new industry was not in operation, the property would revert back to the industrial board.

In his statement, Porter said:

Recently much has been said and written about a controversial piece of property owned by the Pell City Industrial Development Board—located at the corner of Route 78 East and Truss

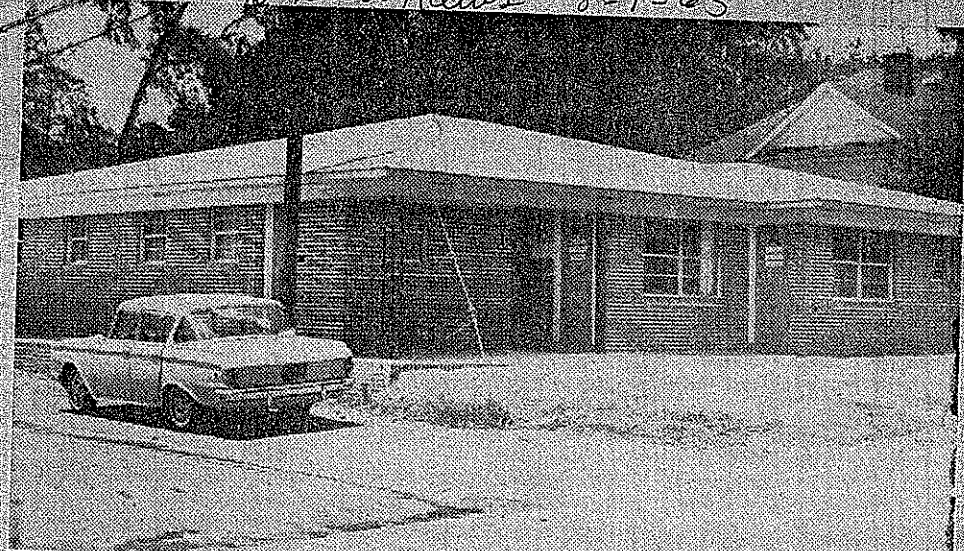
Ferry Road. I have heard that a petition has been circulated in protest of the intended use of the property.

No one ever contacted me regarding our plans which were to build a foundry. However, I did contact a couple of people who expressed genuine concern that their property would be devalued. I visited the Alabama Air Pollution Control Commission in Montgomery and obtained tentative approval to build the operation in compliance with the strict Environmental Protection Agency's regulations.

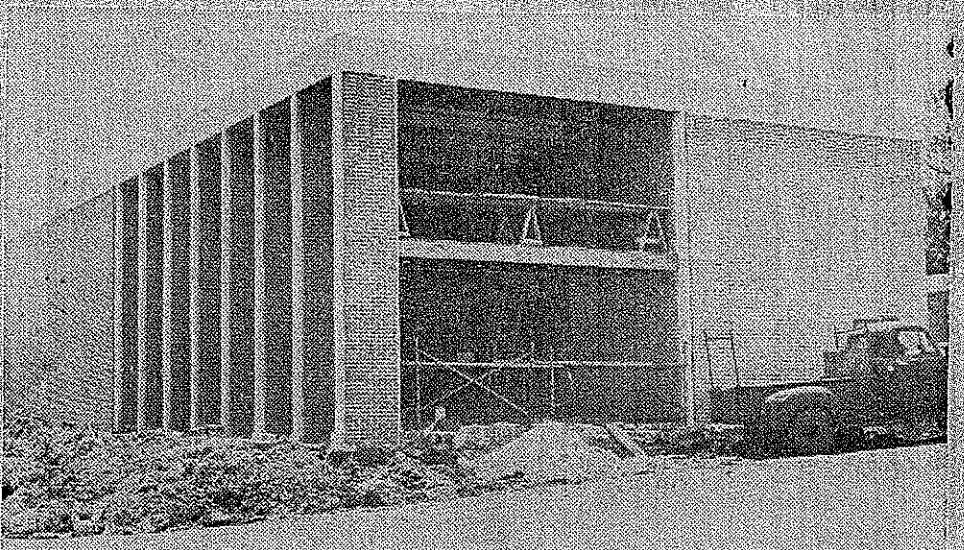
The property is zoned M-1 (light industry) and is sandwiched between two pieces of property zoned M-2 (heavy industry). Re-zoning would be required for our use and, also, action by the Planning Commission and City Council.

Since I am a member of both, and because of the concern of the citizens, we have decided to abandon the project. For the time being, we will continue to buy our castings from other sources.

Bham News 8-1-63



PELL CITY IS SITE OF NEW DOCTOR-DENTIST CLINIC
... Modern clinic boasts latest equipment, soft music



\$100,000 BUILDING FOR ST. CLAIR SAVINGS AND LOAN
... Pell City office to be completed in early September

Pell City prepares for boom in wake of dam construction

BY BUD GORDON
News staff writer

PELL CITY, Aug. 1—The distant growl of heavy equipment finishing the new Logan-Martin dam is being heard in Pell City. The town, a suburb of Birmingham, is preparing for a boom in construction.

The idea for a clinic was originated by Dr. Cox, who is also public safety commissioner for Pell City. Dr. Cox has been practicing dentistry in Pell City for 12 years. Dr. Cox designed his own building, making his offices

of the rooms is equipped for dental surgery and X-ray. Dr. Riser has six examination and treatment rooms. Both doctors have large white and Negro waiting rooms adjoining reception desks. This is the first building ever constructed in

life into this sleepy Alabama town with three operating rooms. One waiting rooms adjoin- tionists desks. This such clinic ever con- Pell City.

Destined to become one of the state's major water recreation areas, the city is preparing for the mass influx of new residents, vacationers and tourists.

Industrialists are eyeing choice sites which will be created along the shores of the new 18,000-acre lake. Investors are studying other shore line sites for docks, motels, public beaches and other recreational facilities.

New buildings and additions to old ones are popping up almost daily. Plans are in the mill for a new health center. Almost any day now, work will begin on a new \$200,000 water works system.

TWO OF THE newest buildings here include a new doctor-dentist clinic and a savings and loan office. The clinic is already in use—the savings and loan building under construction.

Paul Turner, executive vice president of the St. Clair Federal Savings and Loan Association, said his firm's new offices will be ready for occupancy by September.

Designed by Architect Charles McCauley of Birmingham and being constructed by C. D. Wilson, Asheville contractor, the new building will cost about \$100,000.

For the first time since its organization in February, 1957, the firm will offer drive-in service and safety deposit boxes.

Its new office building will have two floors—only one of which will be used at present. The upper floor will be for future expansion. The new office will include a snack bar for employees, customer parking area and a modern two-level lobby.

St. Clair Federal came to Pell City in 1957 with assets valued at \$230,000. Today, it has assets totaling over \$3.3 million. The firm has made 580 mortgage loans and over 300 home improvement loans in its six years here.

Almost directly across the street from the savings and loan building is the new doctor-dentist clinic.

IN ADDITION to complete dental facilities, the clinic contains offices occupied by a medical doctor, Dr. A. E. Riser.

PELL CITY DEVELOPMENT CORPORATION

At a meeting Monday night, a group of interested people were assisted by the Pell City Industrial Development Board to organize the Pell City Development Corporation.

Judge Hoyt B. Hamilton, Chairman of the Board, announced that the purpose of this Corporation is to provide an industrial building and site for expansion of a local industry.

Articles of incorporation were discussed by the group. After which the articles were adopted and the incorporators signed the article of incorporation. The Corporation will provide local finances for a minimum of \$30,000, either through stock, sales or debentures or otherwise, and will borrow the remaining capital needed from other private lending agencies and the Area Redevelopment Administration.

A ten member Board of Directors was elected as follows: Hoyt B. Hamilton, M. G. Norrell, A. G. Keller, Dill Nixon, John E. Haynes, Hank Harmon, Kenneth Tucker, Harold King, Harold Williams, and Arthur Smith.

Immediately following adjournment of the meeting, the Board met and elected A. G. Keller, President, Dr. M. G. Norrell, Vice President, Mr. Harold Williams, Secretary, & Mr. Harold King, Treasurer.

The Corporation will immediately file an application for financial assistance to the Area Redevelopment Administration.

COUNTY INDUSTRY

COMMITTEE

The St. Clair County RAD Industry Subcommittee held its second program development meeting at Odenville this

to conduct an industrial development program.

Attending the meeting were: Ed Borders, Ragland; George W. Jones, Ragland; James H. McClendon, Springville; Louis F. McConnell, Springville; Willard Wood, Steele; Joe W. Adkins, Ashville; Gerald Swann, Ashville; R. G. Galbreath, Springville; Roy H. Coshatt, Pell City; John B. Konrath, Rt. 2, Odenville; Clyde Shirley, Rt. 3, Pell City; Robert R. Clark, Oneonta; Marcus M. Pearson, Springville; Paul Pope, Steele; Aksel C. Bodholdt, Steele; A. E. Moore, Rt. 3, Pell City; Hoyt B. Hamilton, and myself.

A special committee which was appointed at the last meeting gave a report on possible methods of financing.

The group adopted a motion to appoint a committee to serve as local coordinators to help interested industries find and obtain local finances.

This Committee consists of Paul Pope, Steele; Joe Adkins, Ashville; Ed Borders, Ragland; Harold King, Pell City; Amos Hargett, Pell City; Paul Turner, Pell City; R. A. Bodiford, Odenville; A. E. Moore, Moody; Wade Roper, Whites Chapel; & F. B. Carroll, Margaret.

The Industry Committee adopted a resolution endorsing the program of the South Eastern Enameling Corporation which has located in Springville. The Committee will assist this Corporation in any way possible.

A report was given by Mr. Marcus Pearson, representing the Special Committee which visited leaders in the cities of Marion County area to observe their industrial development program.

The people of that area have had legislation enacted which provides that municipalities may use the municipal borrow-

ing, the State and the Area Redevelopment Administration in conducting programs of assistance for economic development in the county.

Potentials and Goals — The possibilities for economic development of the County are unlimited. This is due to improvement of public facilities in sources of industrial power, transportation facilities and further opportunity for water transportation, availability of

ment meeting at Ogenine this week. Judge Hoyt B. Hamilton, Chairman of the subcommittee announced that the purpose of this program was to discuss ways and means of providing funds for assisting local groups

may use ing power to sell bonds for use in financing local industrial expansion.

The cities of this county have improved employment by more than 2,000 additional employees in a period of about ten years.

In Marion County, the municipal bond issues may be made by authorization of the City Government.

In most other counties, bond issues for that purpose may be authorized only upon votes of a majority of the eligible voters within that county.

Judge Hamilton reported that the Commerce Department now has a team of Specialist's working on a request of the St. Clair Commissioner's Court to determine important industrial areas, and determine needs and potentials for public parks and recreation areas and opportunities for tourists trade development.

FARM BUREAU MEETING

Mr. John Coker, President of the St. Clair County Farm Bureau, announced that a meeting of members, officers and directors will be held at the Friendship Clubhouse at 7:00 p.m., Monday, March 11.

The program will consist of a supper served by the ladies of the Farm Bureau, reports of delegates to the District Farm Bureau Development meeting, reports of the National Affairs Committee & other special committees. The group will then act on a local action program.

Ladies are invited to bring covered dishes for the supper and all members and their guests are invited to attend the meeting.

RAD GOALS

This week, the County RAD Committee has been busy completing the overall economic development program for this county.

This program is required for use of the people of the coun-

and other raw materials, and desirability of the county as a place for people to live. The potentials for economic improvement are presented below. Agriculture and Forestry: The family farm is the basis of the agricultural economy. Future developments will likewise depend on family units & family size farms.

The new direction of development now has placed livestock enterprises ahead of crops for the first time in the county's history. Opportunity for expansion and improvement of the agricultural economy in the future depends more on the potential consumer markets for meats, dairy and poultry products, truck & vegetable crops, feeds crops & to a lesser extent on cotton & other crops. Improvement in market demand for forest products, for building and construction trades, paper pulp & other wood products offer opportunities for development of forest industries and resulting markets for forest products.

VERTICAL FILE Business Tu

Contel of the South to relocate

By Marie West Cromer

Post-Herald Correspondent

PELL CITY — Contel of the South Inc., a subsidiary of Contel Corp., will move its headquarters from Atlanta to Pell City.

The move will generate an annual payroll of about \$5.5 million for Pell City.

Tom Chapman, public affairs manager for Contel of the South's Alabama office, which already is located in Pell City, said about one-half to two-thirds of the subsidiary's 150 Atlanta-based employees are expected to relocate to Pell City. The rest will be offered jobs at Contel Corp., the parent company whose headquarters will remain in Atlanta.

Central Alabama residents will be hired to fill vacancies of those who do not transfer, he said.

"This is the biggest thing to happen to Pell City since Logan Martin Lake," said Ray Miller, president of the local Chamber of Commerce.

Subsidiary's move should be complete

William O. Houman, president of Contel of the South, first reported the decision to subsidiary employees in Atlanta late Friday.

As chairman of the Pell City chamber's Retail Development Committee, Miller said he began working on the project in February when he first heard about the potential move.

"It seemed that mountains were moved, but it was mostly a matter of working out the details of a multi-million-dollar transaction and it should be worth every boulder along the way," he said.

Contel of the South must vacate its offices in Atlanta by the end of 1989. Chapman said he was told the

headquarters p
November.

Contel of the
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The company
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Contel of the

Birmingham Post-Herald

Tuesday, November 15, 1988

Tuesday

D

Contel to relocate base in Pell City

Move should be complete by end of 1989

Contel of the South headquarters plans to be operating in Pell City by next November.

Contel of the South located its Alabama headquarters in Pell City in 1982-83. It operates 55 Alabama telephone exchanges, serving more than 82,000 customers.

The company concentrates on providing phone service to smaller, more rural communities, Chapman said. "In Alabama, we provide service from Lookout Mountain to Dauphin Island."

The company is the leading telephone company in St. Clair, Cleburne, Randolph, Fayette, Marion, Clay, Winston, Pickens and Lamar counties, he said.

Contel of the South, which sometimes is referred to as

Contel Corp.'s Gulf Division, serves more than a quarter of a million customers in Alabama, Georgia, South Carolina and North Carolina.

Pell City was chosen for the subsidiary headquarters over three other communities — Atlanta, Thomaston, Ga., and Simpsonville, S.C.

"Four sites have been donated for the new offices in Pell City," Miller said. "At this time we don't know which of the sites will be chosen for the 40,000-square-foot building. The Gulf Division offices will be separate ... from Contel's state offices in Pell City."

Miller said the move is expected to generate 60 or 70 new jobs in the area.

Contel currently has about 115 employees in Pell City.

"We will have 70 or 80 families moving to St. Clair County from Atlanta," Miller said. "It's a real honor for a regional office to locate in Pell City."

THINGS STA

New industry wastes no ti



...COMES TO SECURE NEW INDUSTRY FOR PELL CITY

TOUCH OF BEAUTY

THINGS START JUMPING

There's no time in picking Pell City site



TOUCH OF BEAUTY TO BEAUTIFUL BOAT



KEY FIGURES IN DRIVE TO SECURE NEW
Chamber President Clow, King and Ash

New industry pounds path to Pell City

BY FRANK SIKORA, News staff writer

PELL CITY
Suddenly, almost overnight it seemed, things began jumping in Pell City. A lot of people never thought they'd see it happen, because they had resigned themselves to, at best, living in a moderate resort town.

But, although sun tan lotion, fish bait and swimming parties are a very real part of life in the city of 5,000 that nestles by Lake Logan Martin, there's going to be a lot more.

IN A WORD it's called progress. Or jobs, might be better. Last month, the city's Industrial and Development Board purchased 308 acres of wooded land for about \$93,000.

And WHAM! right off the bat it announced that a new industry had already signed up for 20 acres of it to construct a new plant.

IT'S CALLED Alabama Recon Center, headed by V. A. Miles, and already construction crews have cleared the land. Within three months the plant building will be up and jobs for about 70 people will be on the line.

Harold King of Peoples Bank, chairman of the Industrial Development Board, says that there'll be more to come.

"It's almost a certainty," he said, "that another firm, which will employ 300 people, mostly men, will be coming. However, the final word hasn't been received yet, so we're holding any announcement."

Mayor Otis Perry got the wheels turning for the city to



MAYOR OTIS PERRY
... 'We're moving forward'

finance the purchase of the industrial site, although the development board holds the deed.

PERRY SAID AT least one other industry has shown a strong interest in locating in the city. If it happens, it will mean an additional 150 jobs.

Meanwhile, two new industries in the city are going ahead full steam. Galleon Industries, headed by Bruce Wilson, just last week put its first houseboat, a luxurious craft with plenty of room for a family plus visitors, into the waters of Logan Martin.

"We plan to produce about three a week," he said.

In a waterside ceremony, Wilson, to the cheers of a dockful of people, slid the 42-foot vessel into the water and put it through its paces.

The firm employs 25. And less than a week ago, St. Clair Feeds Service company, a feed mill operation, went into full production.

"THIS FIRM doesn't employ a lot of people," Perry said, "but it will mean a lot to the local economy."

Although the move forward in Pell City is a team effort, with St. Clair County, the city, and the local Chamber of Commerce teaming up with the Industrial Development Board, a lot of the credit for the entire move goes to one man.

Ed Ash heads an insurance agency there. A St. Clair County native, he had left a number of years ago to work in Jefferson County. But the lure of the hometown drew him back, and it didn't take him long to recognize that Pell City was stagnant and needed some new blood and new ideas.

He started drumming up enthusiasm for a development board, but everyone told him it wouldn't work, that industry would pick Birmingham or Gadsden or Anniston, and not Pell City.

ASH, NOW DIRECTOR of the Chamber's Industrial Board, got the president, Bill Clow interested. And before long they had County Judge Hoyt Hamilton with them, plus the mayor and King. They made King head of the board, composed of local businessmen.

One thing has led to another. Prompted by the Industrial park and the landing of a brand new industry, Southern Railroad has constructed a spur to accommodate the new firms that will be coming there.

Transportation is an important factor in Pell City's development. And it just doesn't apply to industry, either.

On a more practical level, you can drive to Pell City from Leeds, Ragland, and points in all directions, without having to confront a red light.

"THAT'S MIGHTY important," said Judge Hamilton, "when you're talking about rushing someone to the hospital."

And the hospital? There's Martin Hospital now, a 42-bed institution. But look what's coming in November: The \$2 million, 68-bed St. Clair County Hospital, to be located less than a mile from the Industrial Park.

It should be completed in August, and by November a 129-member staff will be ready to deal with anything that comes up. It'll be one of the most modern and beautiful hospitals in the state.

All this is happening on the city's northeast side, just a short hop from Interstate 20, which stretches toward — what else? — Lake Logan Martin. But if that lake ever evaporates, this city is not going to be left high and dry.

Tommy Bowers
President

Tom Zimmer
President Elect

Les Bynum
Vice President

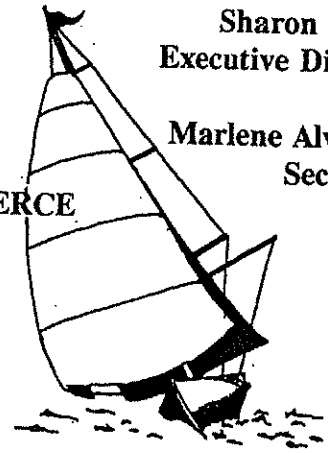
Guin Robinson
Treasurer



Sharon Hardy
Executive Director

Marlene Alverson
Secretary

GREATER PELL CITY CHAMBER OF COMMERCE
P.O. BOX 1047
PELL CITY, AL 35125
(205) 338-3377 338-1913



CHAMBER NOTES
OCTOBER, 1993

"BUSINESS AFTER HOURS"

DATE: Tuesday, October 19, 1993
TIME: 5:30 p.m. - 7:00 p.m.

PLACE: Pell City Civic Center

SPONSORED BY: F & G Real Estate

The management and employees of F & G Real Estate would like to invite you to join them as they serve as host for "Business After Hours" this month. They will have delicious food. It will be held at the Pell City Civic Center. Please remember to bring your business cards to exchange with your fellow business men and women.

The November sponsor is WEYY Radio and our sponsor for December is The St. Clair County Health Authority. If you are interested in sponsoring "Business After Hours" please call the Chamber office at 338-3377.

CHAMBER OPEN HOUSE

The Staff and Board of Directors of the Greater Pell City Chamber of Commerce, in conjunction with the tenants of the St. Clair County Operations Center, invites you to attend Open House on Tuesday, October 26, 1993 from 1:00 p.m. till 7:00 p.m. Our new office location is 1610 Cogswell Avenue, (Old Contel Building) Pell City. Please make plans to attend.

SPECIAL THANKS Thanks to Joe Quezada of Envisions Signs, the Chamber office has a new logo on the front door. Joe is a true example of the Chamber of Commerce, people working together to make our community a better place in which to live. Thanks again Joe for your donation.

WELCOME NEW MEMBERS The Chamber is very excited to introduce the following new members: K-MART CORPORATION, managed by Gary McGilvray. They are located at 803 Martin Street South in the Pell City Market Place, and can be reached at 884-2900. AMSOUTH BANK, Vice President and Branch Supervisor, David Nast, will be located in The Pell City Market Place.

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ARTWORK FOR THE CHAMBER OFFICE Pell City is indeed blessed with many artist. The Chamber office would like to recognize and promote the artist in our surrounding area. We would consider it a privilege to display paintings donated by local artist in the new Chamber office. If you are interested in making a donation, please call or come by the Chamber office.

SPRADLEY PRINTS FOR SALE The Chamber office is selling prints of the "Iola Roberts House" donated by Wayne Spradley. The cost of the print is \$25.00. If you are interested, please contact the Chamber office at 338-3377.

"NEW BUSINESS IN PELL CITY"

PBC SERVICES - Owned and operated by Robbyn Smith, Personal Business Computers (PBC) Services is located at 103 Green Acres Road, Cropwell, AL 35054. PBC specializes in computer services for the small business. PBC helps businesses get organized and offers accounting and tax services. Robbyn has twenty years experience as a small business manager. PBC Services can be reached at 338-6780 or 884-2614.

PROFESSIONAL COUNSELING CENTER - Joyce Luman, Licensed Professional Counselor, provides counseling for individuals, couples or families. Joyce has extensive training and experience in the identification and treatment of emotional disorders and interpersonal problems. Other areas of treatment include divorce, depression, child/parent problems, academic problems, and grief counseling. Professional Counseling Center is located at 3012 Martin Street South, Suite C and the telephone number is 884-0440. The hours are Tuesday - Friday, 9:00 a.m. - 5:00 p.m.

GILREATH PRINTING - Owned and operated by Eddie and Susie Gilreath, Gilreath Printing is located at 1605B Martin Street South. The telephone number is 884-7800 (day) and 338-3396 (after hours). Gilreath Printing offers fast local in-house printing. They print business forms of all types such as NCR forms, purchase order forms, business cards, Peel-off labels, and church bulletins just to name a few. The office hours are Monday - Friday, 8:00 a.m. - 5:00 p.m. and Saturday by appointment only.

THE TOOL SHED RENTAL CENTER, INC. Owned and operated by Sam Smith and James Wiley, The Tool Shed is located on Highway 231 North, across I-20. The telephone number is 338-4045. They have equipment for contractors, for the lawn and garden, and for the do-it yourselfers.

"PEOPLE AND PLACES" - ON THE MOVE

The Chamber office would like to acknowledge and show appreciation for the existing businesses that are building toward the future. If you have interesting news about employees or something new in your business, we would like to "sing your praises". Please contact the Chamber office at 338-3377.

AMSOUTH BANK TOMMY BAIN has been named Vice President/City Manager for the Pell City AmSouth Bank. The bank should be open by Janu The office will be a full service bank complete with a drive up ATM and Saturday banking.

AVONDALE MILLS LEWEY HAMMETT has been named runner up for Alabama Textile Citizen of the Year. Mr. Hammett is a roll maintenance technician and has 45 years of service with Avondale Mills. He has also been recognized as a plant and corporate Zero Defects Award winner. Congratulations Lewey!

BENJAMIN MOORE Benjamin Moore Company is expanding. An new 18,000 square feet warehouse should be completed by January, 1994. Also, welcome SCOTT HAYNES, assistant plant supervisor. Mr. Haynes transferred from the Houston Plant.

REMEMBER - CALL THE CHAMBER OFFICE WITH NEWS ABOUT YOUR BUSINESS

SMALL BUSINESS COUNSELING Jacksonville State University offers one-on-one counseling for prospective and existing small business owners at no charge on the third Tuesday of each month from 9:00 a.m. - 11:00 a.m. at the new Chamber office at 1610 Cogswell Avenue. It is necessary that you make an appointment through the Chamber office at 338-3377.

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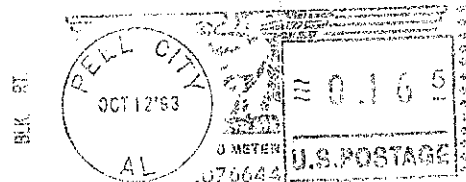
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**GREATER PELL CITY
CHAMBER OF COMMERCE
P.O. Box 1047
Pell City, AL 35125**



Mr. Jerry Gallups
St. Clair Co. Library
1921 1st Avenue North
Pell City, AL 35125

Artist's son opens homestyle gallery

By Cindy Warner
Home staff writer

Buddy Spradley, son of artist Wayne Spradley, said the idea to open an art gallery in Pell City sprang from the need to have some place to show his father's artwork.

"We had people that were always coming by the house to buy Wayne's work," Pat Spradley said. "And we had people looking for us that couldn't find us."

Once the idea was formed, the two considered not only displaying Spradley's work, but other local and national artists as well.

The Spradleys searched for a gallery location and even thought about locating in Birmingham and Gatlinburg, Tenn.

But Buddy had his heart set on their hometown of Pell City.

"I saw the 'For Sale' sign in front of the Riser Home one day, and I thought it was really what I had in mind for a gallery," he said.

"Once we looked at it, we knew it would be perfect."

The historical Riser House, located on the corner of 21st Street and 2nd Avenue, is one of the oldest homes in Pell City.

It was built by Green Evans, the first mayor of Pell City, and is listed on the state register for historical homes.

The Spradleys wanted to go with a Southern "homey" atmosphere for their gallery, and this home seemed to provide the backdrop they were looking for.

"We have been to galleries from here to Wyoming," Spradley said. "So many of them are modern and cold feeling, and we wanted more of a warm, cozy, homelike atmosphere."

Spradley wanted to show his customers exactly what a piece would look like hanging over the sofa or the mantle and he's been able to do that with the historical home location.

The Spradleys officially

See Gallery, Page 10



Home staff photo

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y.

Riser Home 1-23-94

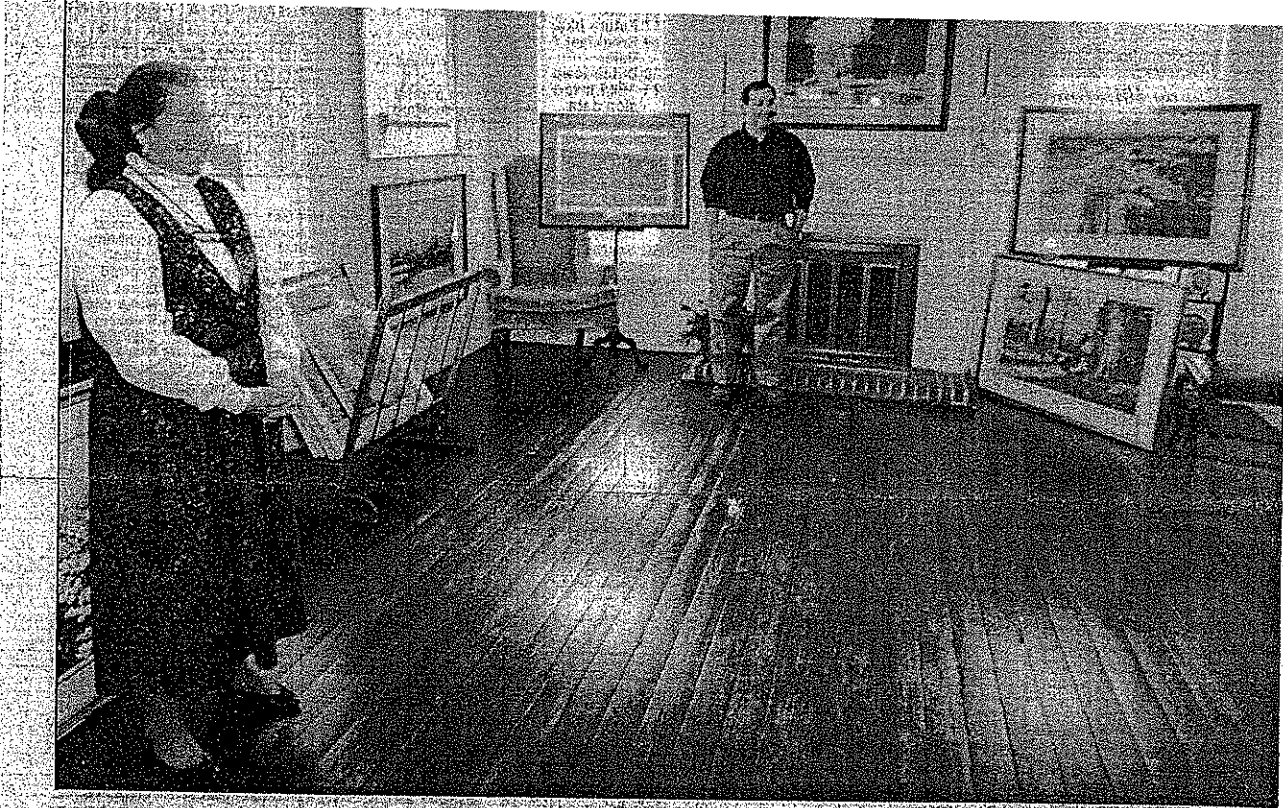


Bob Crisp/Home staff photo

Buddy Spradley, right, and his mother, Pat, chose Pell City's historical Riser House, on the corner of 21st Street and 2nd Avenue, for

a gallery location, where they display and sell works of art by local and national artists, including Buddy's father, Wayne Spradley.

turns to dust once you open the packet.



Bob Chisp/Home staff photos

Pat and Buddy Spradley wanted a Southern "homey" atmosphere for their gallery, so that customers could see what a piece would look like hanging over the sofa or mantle.

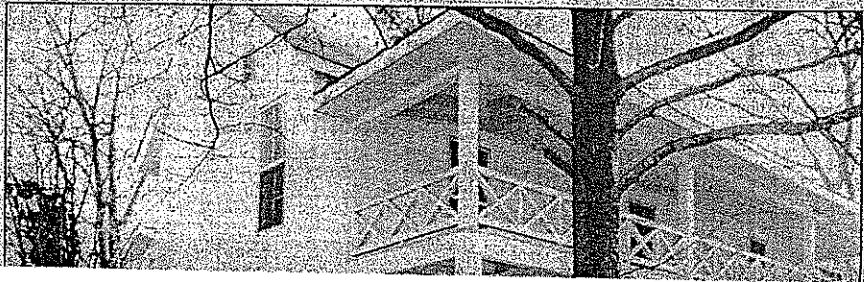
Gallery

From Page 1

opened The Wayne Spradley Gallery on Dec. 22. But as they were getting the house ready, people were already coming in wanting to buy artwork.

"We had people coming in and buying prints off the floor," Mrs. Spradley said.

Both mother and son agreed that so far, business had been excellent.





Bob Crisp/Home staff photos

Pat and Buddy Spradley wanted a Southern "homey" atmosphere for their gallery, so that customers could see what a piece would look like hanging over the sofa or mantle.

Gallery

From Page 1

opened The Wayne Spradley Gallery on Dec. 27. But as they were getting the house ready, people were already coming in wanting to buy artwork.

"We had people coming in and buying prints off the floor," Mrs. Spradley said.

Both mother and son agreed that so far, business had been excellent.

The gallery features original paintings and limited edition signed prints, too.

The customer has the choice of purchasing the item with the frame it is shown with, or choose from a selection of matting and framing.

Some of the artists to be featured are Pell City artists John Lonergan and Keith White, Art Bacon of Talladega, Judy and Chris Hartsfield of Sylacauga, and Donnie Finley and Annetta Nichols of Birmingham.

Nationally acclaimed artists such as David Maass, Robert Abbott, Robert Balemon, Carl Brenders, Ralph McDonald, and Jim Killen are also featured.

Spradley said he hopes to spotlight a different artist every other month and have that artist at the gallery in person to sign copies of prints.





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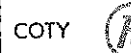
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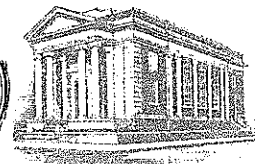
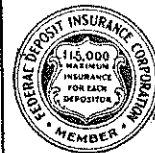
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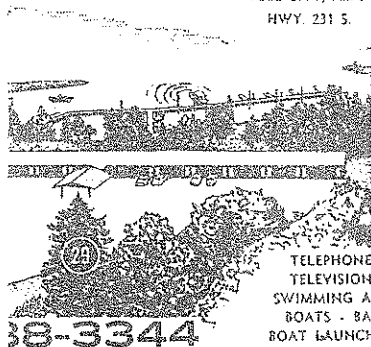
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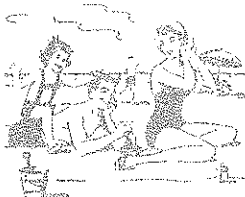
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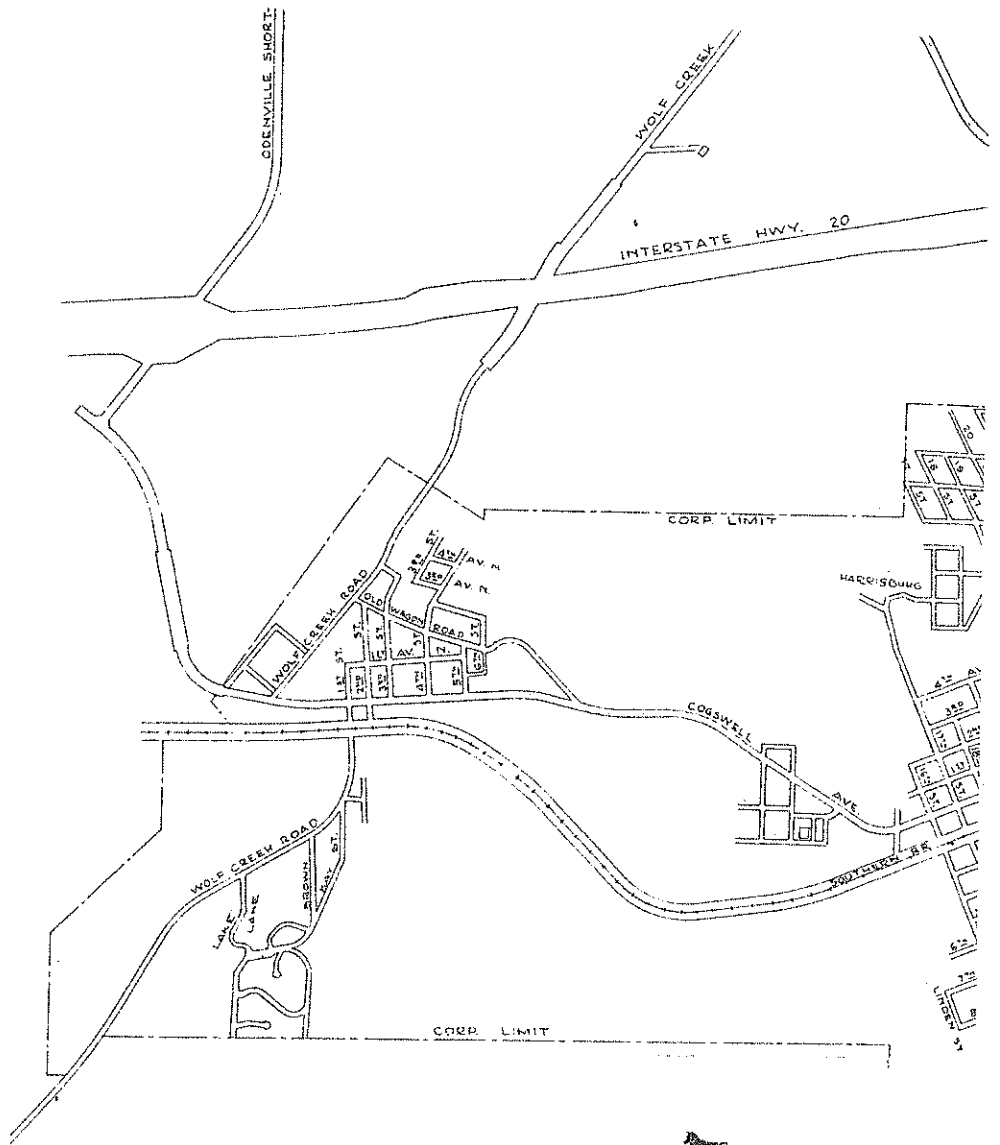
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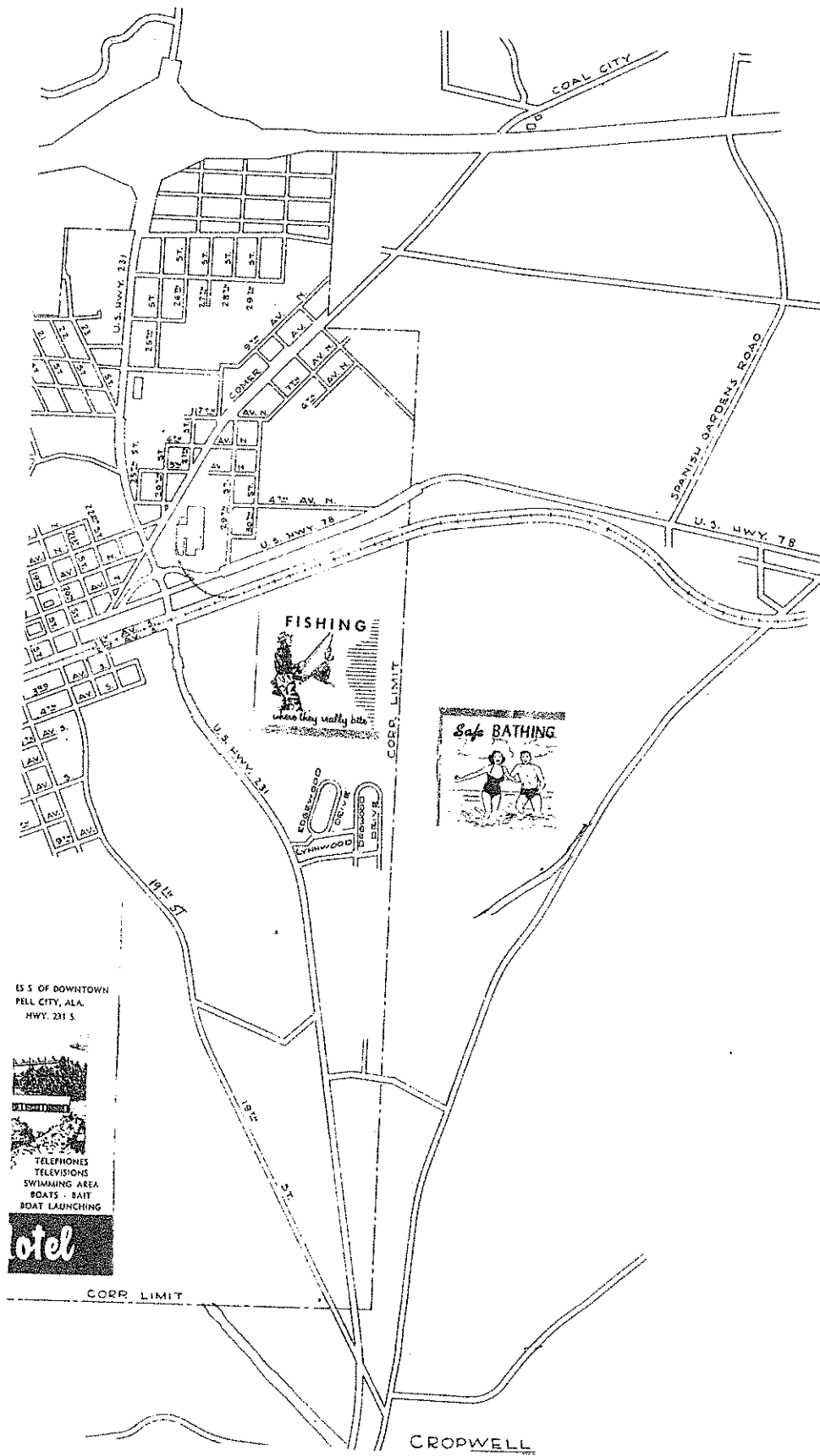




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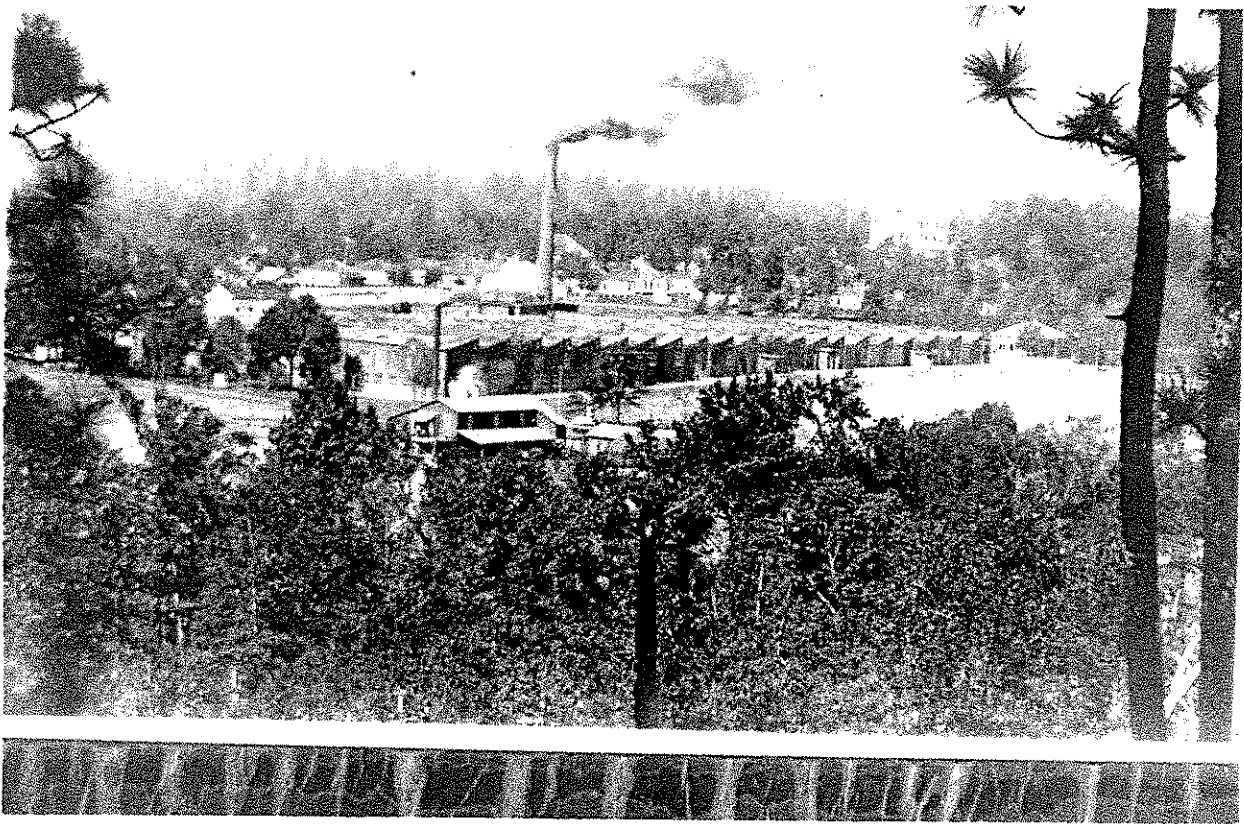
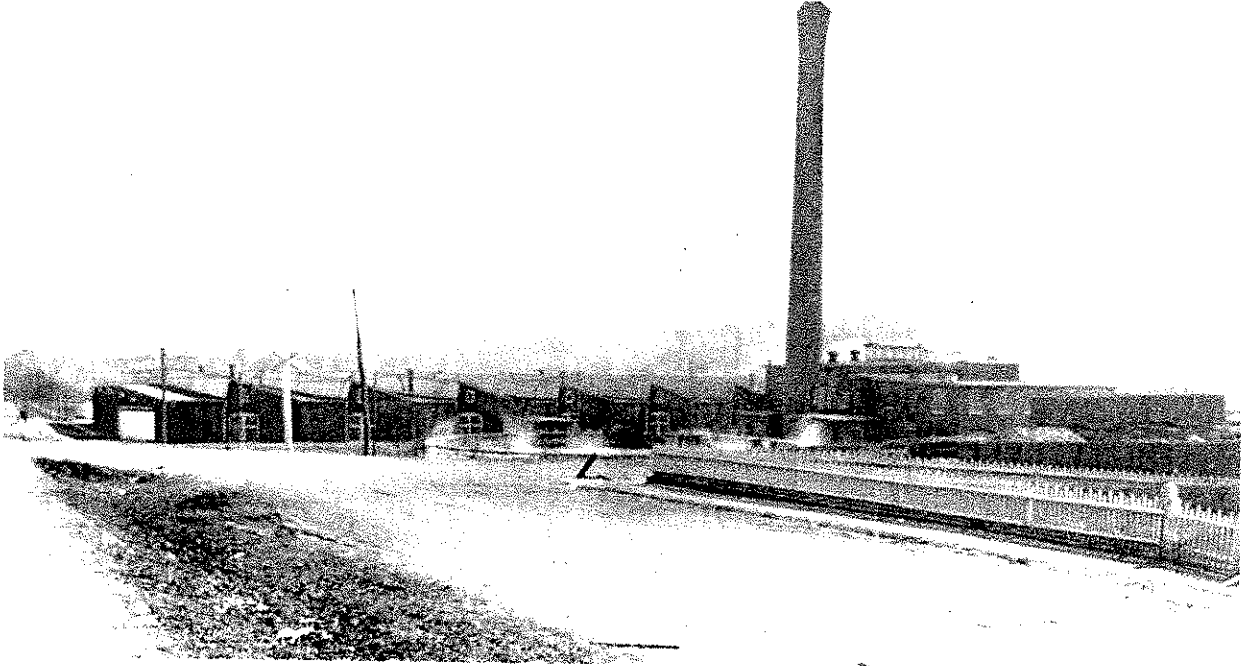


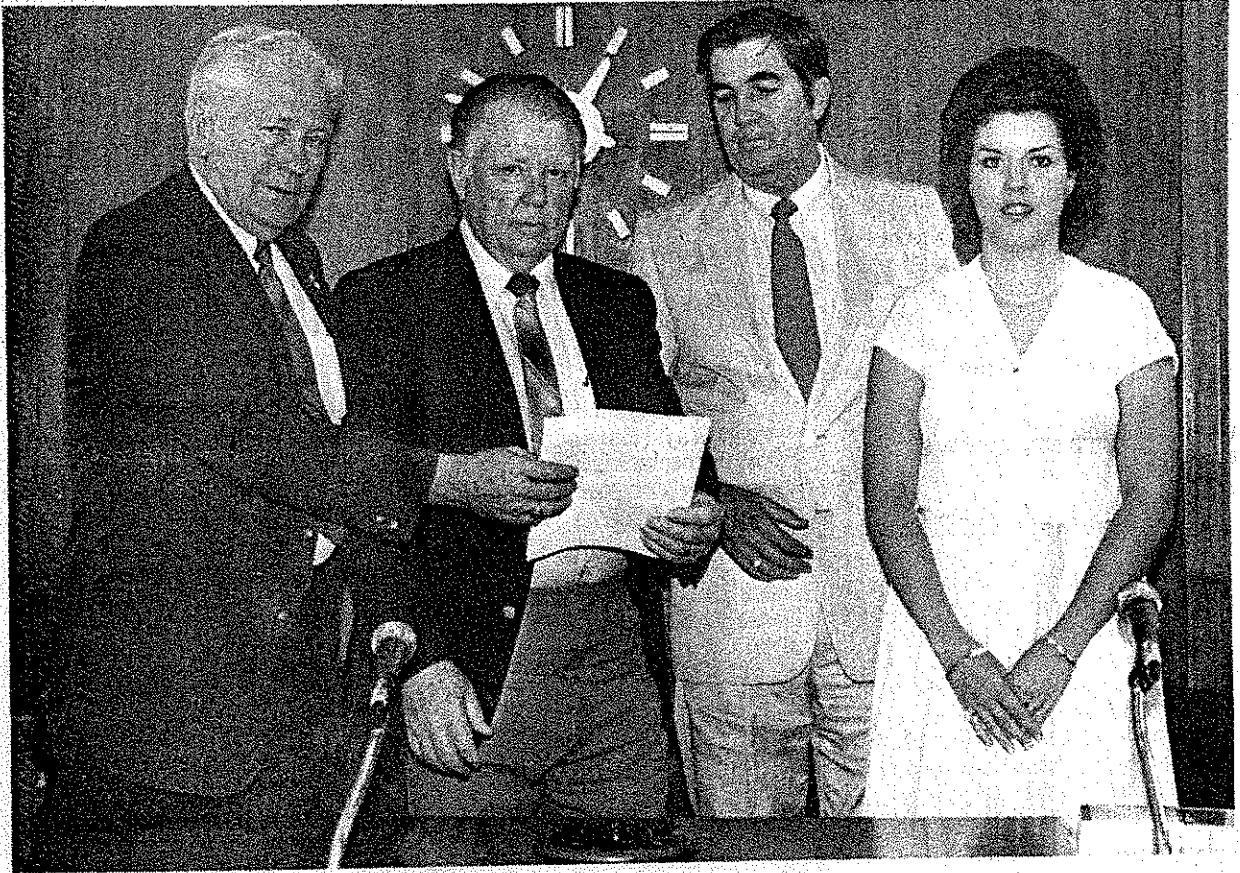
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PELL CITY ALA





Rushton delivers check

Bill Rushton, the director of the Alabama Department of Economic and Community Affairs, brought a check for \$215,000 to Pell City this week. The economic development block grant monies will be used by the city to construct a 1,500 foot rail spur to serve the site of Benjamin Moore's new plant and will allow future in-

dustry prospects to count on rail as a viable method of transportation. Rushton also reported on the progress of a grant applied for by the Town of Ragland for road work. Pictured from left are Rep. A. J. Blake, Pell City Mayor Harvey Watson, Rushton, and Mrs. Bart Arnold of Ragland.

Canadian Machinery fir

By JOEY KENNEDY
and
WAYNE KING

St. Clair County has experienced a heavy influx of people in recent years but Kirt K. Larsen of Brampton, Ontario, Canada is different. He's bringing his company with him.

Blue Giant Equipment Company— and Larsen and his family— are moving to Pell City. Larsen, president of the company, and Gov. George C. Wallace, announced Wednesday afternoon in Montgomery that Blue Giant was coming to Alabama. However, the NEWS-AEGIS learned in a telephone interview Tuesday evening that Larsen and his family would also move to Pell City. Larsen was in Montgomery for the Wednesday announcement.

Blue Giant manufactures an extensive line of machines which handle

equipment and will establish a plant in Pell City in the old Warren-Pillard Building located in the Pell City Industrial Park.

The Pell City Blue Giant plant will serve the growing Sun Belt market.

Larsen said that local financing in the form of Industrial Revenue Bonds and a line of credit from a Birmingham bank will launch Blue Giant in Alabama.

The Warren-Pillard Building has 30,000 square feet of space on an 11.5 acre tract.

"I looked the territory over well," Larsen told the NEWS-AEGIS in an interview.

Larsen said Pell City was one of two sites in Alabama being considered and that Alabama was one of ten states looked at for Blue Giant.

"We narrowed it down to Alabama and Tennessee and went back to add up

the figures. Alabama came out ahead," Larsen said.

When machinery is installed, the firm will start in August producing its "dock leveler," first of the products line to be manufactured in Alabama. At that time, Blue Giant will have about 12 local employes, most of them pre-trained by the Alabama Industrial Development training program.

"Well within a year," Larsen said, "we expect to have 20 workers on this project and will be ready to introduce new products to our Alabama assembly lines."

The company expects to manufacture 1,000 of its dock levelers, a popular item that spans the differences in heights between loading docks and truck beds, within the first year.

Larsen said he selected Pell City because he and his colleagues were

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Industrial Development
representing the Pell City
Commerce

Also attending the a
were Ken Findley and B
of the Metropolitan Develo
of Birmingham.

"I can only echo what my
said," Arne Pederson, Blu
president said at the cerer
capitol. "People have bee
helpful.

"I'm the one who'll
Canada. Later I may be a l
home in Pell City."

Mayor Williamson welco
industry and expr
appreciation to the
Development Office and A
efforts in helping to sect
industry.

"We are very pleased i
fine company and we think
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Councilman Turner.

State Senator John Tea
out that "There's probal
munity in the state that's
like Pell City."

St. Clair News Aegis April 13, 1978

moving to Pell City

the people and attitudes
city, the healthy business
Alabama, the Birmingham
and access to the in-
terstate system via I-20.
These put Pell City on
the map. The NEWS-AEGIS
are an international
project close to the interstate

as very little doubt that
it will be successful in Pell

a new company and we
are producing a new product," he

his associates—vice
president Pedersen and
general manager Kjell "Ken"
Larsen. Blue Giant in 1963
started production in the
city of Brampton. In 1970,

they opened their large plant in
Buffalo, N.Y., mainly to serve the
U.S. market. Blue Giant had also
established sales agencies throughout
much of the world.

Since 1970, Blue Giant has granted
licenses for manufacturing its patented
machines in Japan, Australia, France,
South Africa and Mexico and has set up
its own factory in the United Kingdom.
Distribution is made to 40 countries.

"We are now where the greatest
industrial and commercial action the
fast growing Sun Belt," Larsen said.
"The south and southwest seem certain
to lead the U.S. in population,
production and financial growth well
into the next century. We're not here
just by flipping a coin."

Blue Giant is one of the many
Canadian firms courted by the
Alabama Industrial Developers. Within

the past year, the Alabama Develop-
ment Office twice called on Blue Giant
at its home office in Brampton. The
Blue Giant project was assigned to
ADO's Ron Drinkard.

Larsen will move to Pell City with his
wife, Joy, and 15-year-old daughter,
Karen. He also has an 18-year-old
daughter, Fiona, in the Caribbean, and
a 16-year-old son, Colin, in France.

Representing Pell City at the an-
nouncement in the governor's office
Wednesday were Mayor Hugh
Williamson, Barnett Lawley, chairman
of the Industrial Development Board,
bankers Harold King and Reid
Alexander, Alderman Paul Turner, city
attorney Bill Church, Jordon Brooks of
First Birmingham Securities Invest-
ment, bankers for the Blue Giant
project, and Ed Ash, chairman of the

(See Machinery page 2A)

Photo by Rosendahl's Reflections



Metro Bank—

Pell City's Newest Industry

Plans for Pell City's new Metro Bank are progressing on schedule according to the Bank's President Ray Cox. The initial capitalization of \$2 million has been raised through the sale of stock. "The ideal number of shareholders for a new bank is 225 to 250, and that is the range we ended up in. The organizer's philosophy was to get the stock as widely distributed in the community as possible," said Cox.

Organizers of the bank plan to open for business in temporary quarters during the month of May, while construction proceeds on the permanent facility, which is scheduled to be completed in mid-December. The temporary mobile bank unit and the permanent building will both be located on a two acre lot on Highway 231, south of Water Tank Road. "Alabama Power Company owns 210 front feet just south of Water Tank Road. There will be a 300 front foot lot between the beginning of the bank property and Alabama Power Company's property", Cox said.

Bank Building Corporation of Atlanta will supervise construction of the bank building. They also assisted in the final site selection process. Their only employee in Pell City during construction will be the Project Manager, who will coordinate the building process. The actual work will be performed by local craftsman on a competitive bid basis, and supplies/ materials will be purchased locally. Bids on the site work will be accepted during the week of March 20. Bank Building Corporation has been in business for 75 years and all they do is build financial institutions. "We will have a building that Pell City will be proud of" Cox said.

Stephen T. Whittle has accepted the position of Vice President and will be in charge

of the leading function for Metro Bank. He is a 1965 graduate of Pell City High School and is looking forward to returning to Pell City. "The organizers feel fortunate to have someone of Steve's background and ability to head up the Loan Department. He has over 20 years of lending experience having worked Finance companies, savings & loans, and banks." Mr. Whittle comes to Metro Bank from First National Bank of Columbiana. "The quality of the loan portfolio is a major factor in the success of a bank, and we believe that with Steve Whittle, myself, and Chairman of the Board Bob Spivey, who will be head of the Loan Committee, the bank will have an experienced and diversified lending team."

The remainder of the staff, which is initially projected to consist of 6 additional employees, will be hired before the bank opens in temporary quarters in May, according to Cox. "We plan to employ a staff of 15 to 20 by the end of our third year of operation. The organizers view the bank as another new industry for Pell City" said Cox.

Organizers of Metro Bank include C.R. (Bob) Spivey, Jr., former executive vice president of SouthTrust Bank and current president and chief executive officer of Bedford Financial Corp. in Birmingham; Gene Morris, state manager of Contel of the South, Inc.; Joe M. Dorough, owner of Cisco Auto Parts and Radio Shack in Pell City; Dr. John E. Haynes, local physician; George E. Williams, recently retired subdistrict manager of Alabama Power Company; John A. DeGaris, local pharmacist, businessman and city councilman; Dr. R.F. (Bam) Cox, Long time local dentist; and Edgar K. (Ned) Paine, chief executive officer of Amerex Corp. in Trussville.

\$2.5 million plant picks Pell City

BY STAN BAILEY
News staff writer

MONTGOMERY — A Wisconsin refrigeration firm will build a \$2.5 million plant in Pell City for the manufacture of walk-in freezers and coolers.

Officials of Vollrath Refrigeration Inc. of River Falls, Wis., joined Gov. George Wallace for the official announcement at a 2 p.m. press conference today in Wallace's office.

Arthur Lebahn, speaking for Vollrath, said construction will begin immediately on the 84,000-square-foot plant on a 15-acre site in Pell City's new industrial park on U.S. 78 East.

The plant, expected to be in production by next March, will employ 40 workers initially and up to 150 during the first two to three years, Lebahn said.

"State, Pell City and Birmingham Metropolitan Development Board officials have not only made us feel welcome but have been most cooperative and helpful in the negotiations leading

to this announcement," he added.

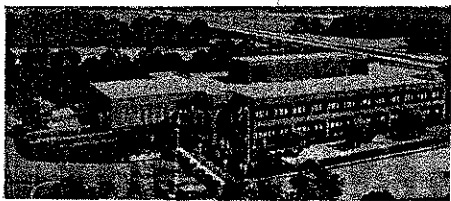
FACTORS WHICH influenced the company to locate in Pell City were its proximity to Birmingham, sources of steel and its central location in the expanding Southern market.

Vollrath Refrigeration is a subsidiary of Vollrath Co. of Sheboygan, Wis., which began manufacturing enameled cast-iron ware in 1874.

The firm has other offices in Wisconsin, Ontario and Tennessee.

The Pell City plant will be financed by industrial development bonds. The work force will be trained at state expense through the Alabama Industrial Development (AID) Program.

IBM Starts New Building



International Business Machines Corporation announced the start of construction on a new branch office building in Montgomery. The firm will be located on a 6.2 acre site along the Eastern Bypass. Plans call for IBM to move into the two-story steel frame structure late in 1971.

A.L.Morrison, Jr., IBM branch manager, said two-thirds of the new building's 45,000 square feet of floor space will be occupied initially by IBM sales, administrative and service personnel, with the remaining space available for lease to non-IBM tenants. Territory served by the local IBM branch office covers 36,000 square miles in 30 central and southern Alabama counties. Products offered range from small punched card units to large computers, copiers, electric and magnetic tape typewriters, and dictation equipment.

INDUSTRIAL GROWTH

PELL CITY - Two industries have announced plans to begin operation in Pell City. The Capital Products Company expects to begin operation immediately on the manufacture of furniture, wood products and various furniture parts. The company anticipates creating some 50 new job opportunities. The Panel Corp. expects to begin production in February on pre-fabricated houses for use as temporary schoolrooms, small churches, offices, and expects to expand to production of residences in the near future.

MCINTOSH - The Ciba-Geigy Corporation has begun construction of a million dollar modification program at its McIntosh Plant to begin manufacturing a new

chemical product. The plant manager said the new process for the chemical is one which releases no liquid effluent waste, which is in keeping with the Company's philosophy of eliminating waste in the initial manufacturing process. The McIntosh Plant manufactures some 35 agricultural and industrial chemical products. Employment at the plant is 1,725, with an annual payroll of over \$14 million.

EUFULA - U. S. Golf Corp., formerly of Atlanta, is relocating in Eufaula. The company has been purchased by a Eufaula corporation and will manufacture golf clubs. Construction is underway on a 24-acre site in the town's industrial park. When full operation is underway, U. S. Golf expects to create some 25 job opportunities.

PLANNING HEAD RECEIVES HONOR

ADO's Deputy Director for Planning, John Rogers, was elected President of the Southern Council of State Planning Agencies at the annual meeting January 22 in Atlanta. The Council is composed of planners from fifteen southern states from Maryland to Oklahoma and from Louisiana to Florida.

Rogers said a Council workshop meeting in Alabama is being planned for April 1971 to include state planning agencies, governors' staff representatives and federal state coordinators. Agenda topics will cover revenue sharing, state federal planning problems and other areas of mutual interest.

DEVELOPING ALABAMA

90 UNITS of low rent housing will be built in the Aaronville Urban Renewal area. A total of \$1,043,566 in federal funds was made available to the Foley Housing Authority for the construction. The money was made available through HUD.

THREE NEW OIL FIELDS, the largest number ever named at one time in Alabama's 27-year history of oil exploration, were designated

STATE OEO TO RECEIVE GRANTS

Alabama and 7 other southern states are each eligible to receive a minimum of \$100,000 under a recently announced Office of Economic Opportunity (OEO) Incentive Grants Program. The grants are intended as "seed" money to stimulate local projects in such areas as housing, job training and family planning. The grants will be made to Community Action Agencies and other OEO grantees in the state. State's may receive up to \$400,000 depending on the quality of projects developed and the grantee's effectiveness in meeting the needs of the areas concerned.

The grants are intended to stimulate OEO grantees to improve present methods of administration and operational performance. Applicants were requested by OEO to submit a prospectus outline for each project prior to the completed proposals. Some 16 grantees submitted a total of 22 projects by January 8, 1971.

January 30 by the State Oil and Gas Board. New fields are the Uriah in Monroe County, East Detroit in Lamar County, and Womack Hill in Choctaw County. The Board also approved plans to eliminate surface disposal of oil-field brine ending pollution of streams and the danger of damage to land.

COLUMBIANA - Buck Creek Industries, Inc., which operates Valley Mills at Columbiana, has announced plans to invest \$250,000 in new equipment in an expansion move. The company expects to boost job opportunities to more than 200 when the new equipment is installed.

BREWTON - Fashion plant has begun construction on a 23,000 sq. ft. addition to its plant. The addition will expand the Sewing Department and the Distribution Center at the Judy Bond facility. An estimate of 100 job opportunities will be created when the expansion is complete in the early summer.

Pell City Gets 2 Industries Storage Tanks

PELL CITY--An Illinois manufacturer of storage tanks and plate steel and aluminum structures will build a \$750,000 manufacturing facility in this town it was announced at the annual meeting of the Greater Pell City Chamber of Commerce.

Making the joint announcement were Gov. George C. Wallace, principal speaker for the occasion, and J. Spencer Van Alsburg, president of Prairie Tank & Construction Co. of Plainfield, Ill.

Van Alsburg said that construction of a 15,000 sq. ft. building will begin early in 1978. Completion is scheduled in mid-year with production getting underway shortly thereafter.

Approximately 10 new jobs will be created initially. When full production is reached, 40 to 50 workers will be required, according to Van Alsburg. Estimated annual payroll based on full employment will be \$500,000.

The company will manufacture storage tanks for petroleum products, water, and grain as well as other plate steel and aluminum structures, Van Alsburg said. Products of the new Pell City facility will be distributed throughout the Southeast.

Water Pipe Fittings

PELL CITY--Superior Utility Products, Inc., of Santa Clara, Calif., plans to build a 20,000 sq. ft. facility in Pell City for the manufacture of municipal water pipe fittings. Capital

investment for the facility will be \$250,000.

The announcement was made jointly by Gov. George Wallace and Bruce Williams, president, at the annual meeting of the Greater Pell City Chamber of Commerce in the Civic Center.

Construction is to begin early in the new year with production scheduled to get underway by May 1978, Williams stated.

Initially, Williams said, 10 new jobs will be created. When full production is reached within five years, approximately 40 workers will be needed.

Williams expressed appreciation to the following individuals for their assistance and cooperation on the project: Harold King, Ed Ash and Morris Hackney of Pell City; Bill Wilkins of the Birmingham Metropolitan Development Board; and Ron Drinkard, ADO industrial representative.

\$1 Million Plant Scheduled For Pell City Industrial Park

MONTGOMERY—Executives of the world's largest remanufacturer of pole top and pad mount distribution transformers called on Gov. Fob James recently to announce plans to establish a \$1 million plant in the Pell City Industrial Park.

Jim Hastings, president of Dowzer Electric of Mount Vernon, Ill., told the Governor that his firm's Pell City plant will employ up to 100 men and women in manufacturing and rebuilding oil-filled transformers for electric utilities companies throughout the Southeast and westward into Texas.

Hastings noted that Dowzer has acquired a 10-acre site, "which gives us room for anticipated expansion."

Governor James, himself a highly successful industrialist, greeted the Dowzer officials warmly.

"Speaking for the Pell City folks here and our New State administration, I extend you, Mr. Hastings, and your company, a most cordial welcome.

"You will find in Alabama one of the nation's most favorable economic climates for industry, a sentiment shared not only by State officials and local business leaders, but by our men and women in all walks of life. Our people realize that industrial development is raising our living standards and broadening our economic horizons.

"And you will find, Mr. Hastings, that the work ethic is not obsolete in Alabama," Governor James added.

When fully in production, the Pell City plant will produce \$4 million worth of transformers annually, \$1 million of which will go into the local payroll.

Dowzer's decision to locate in Pell City was influenced by its location cen-

tral to the Southeast markets with ready access to Interstate 20, "and especially the favorable reception given us by the local and State people we dealt with, and by officials of Alabama Power Co.," Hastings said. Alabama Power will not only supply electricity to the plant, but is also an important potential customer for transformers.

Hastings cited Pell City's "Citizen of the Year," Ed Ash, and APC Vice President G.T. Nelson for special commendation. Representing the State in siting the Dowzer plant were industrial development representative Curtis Sumrall and Alabama Industrial Development (AID) Training Program Deputy Director John Mosley.

The new 30,000-square-foot plant will be financed by industrial revenue bonds, and AID will conduct pre-hire training for the men and women selected by Dowzer to operate the facility.

Dowzer Electric was founded in Mount Vernon in 1939 as a transformer repair shop. It has grown from five employees in a 3,000-square-foot plant to 325 employees in three plants in Mount Vernon and one in San Juan, P.R.

Dowzer operated independently until 1971, when it was purchased by Sola Basic Industries, which, in turn, was acquired 15 months ago by General Signal Corp., a billion-dollar corporation headquartered in Stamford, Conn.

General Signal Corp., with 1978 sales slightly over \$1 billion, designs, manufactures and sells specialty control equipment and systems incorporating one or more of the four basic control technologies—electrical, electronic, hydraulic and pneumatic—in three different product groups: 1—environmental and industrial process controls; 2. transportation controls; 3. energy distribution and control, and in addition, is engaged in the manufacture and sale of home appliances. General Signal's common stock is listed on the New York and Pacific Coast stock exchanges under the symbol GSX.

Accompanying Hastings here from Mount Vernon was George Byars, vice president-operations. Byars will be in charge of the new plant's start-up.

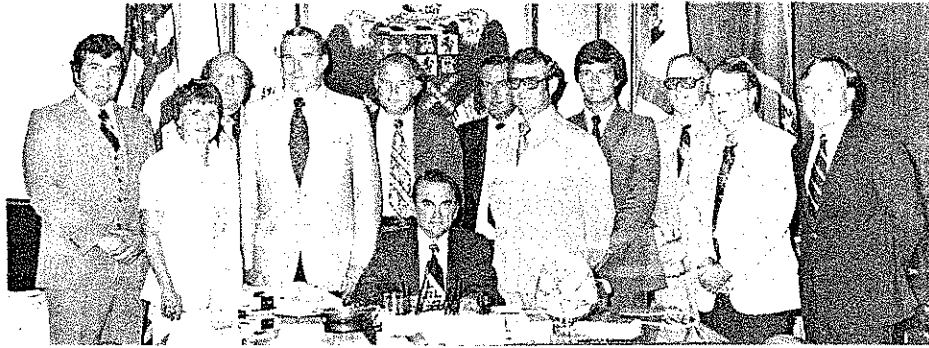


ALABAMA DEVELOPMENT NEWS

August 1977

Montgomery, Alabama

Volume VIII, No. 7



VOLLRATH REFRIGERATION, INC., of River Falls, Wis., announced plans for a \$2.5 million plant in Pell City, ultimately employing 150 persons. The announcement in the office of Gov. George C. Wallace, was attended, from left, by Duane Pederson, Vollrath facilities manager; Mrs. Arthur Lebahn, wife of the Vollrath president; Ed Ash, chairman, Pell City Chamber of Commerce industrial committee; Lebahn; Dee Fuller, Brasfield and Gorrie, Birmingham construction firm; Floyd Lawrence, ADO industrial development representative; Robert Digman, Vollrath director of manufacturing; Ron Drinkard, Birmingham Metropolitan Development Board; Hugh Williamson, mayor of Pell City; Paul Turner, city councilman, and Jordan Brooks, First Birmingham Securities.

Vollrath Picks Pell City Refrigeration Plant Site

Vollrath Refrigeration, Inc. of River Falls, Wis. plans to build a \$2.5 million facility in Pell City for the manufacture of walk-in freezers and coolers.

The formal announcement was made from Alabama's Capitol by Gov. George C. Wallace and Arthur C. Lebahn, president.

Initially, 40 new jobs will be created. Within two or three years, it is estimated that approximately 150 workers will be required with an estimated annual payroll of \$1-1/2 million.

Construction will begin immediately on the 84,000 sq. ft. plant which is located on a 15-acre site in a new industrial park in Pell City. Estimated completion date is January 1978 and production should begin by the middle of March.

Major factors influencing the decision to locate in Pell City, according to Lebahn, were the proximity to Birmingham sources of steel and a location central to the rapidly expanding southern marketplace.



VERDYOL—Attending the announcement of a new industry for Pell City, Verdyol of Alabama, were, from left: James McGowan, Pell City Council member; Eugene Morris, chairman, industrial development board; Henry G. Lloyd, Verdyol International A.G.; Jim Riedler, Alabama Development Office; Harvey C. Watson, mayor of Pell City; John

Sims, plant manager; Joe Wheeler, Pell City Council member; Burke Yarbrough, industrial development board; State Representative A.J. Blake; Steve Kelley, Metropolitan Development Board, Birmingham; George Williams, industrial development board; Ed Ash, Pell City Realtor; and Dick Reid, ADO project manager.

Pell City Gets New Industry

MONTGOMERY—A new industry from Switzerland plans to locate its first U.S. operation in Pell City, Henry G. Lloyd, president of Verdyol International AG, and Gov. George C. Wallace announced today.

Verdyol of Alabama will locate its \$750,000 plant on a 16.5 acre site and will hire five to 10 employees initially. The company will manufacture one of the newest development in soil erosion control products under the label ERO-MAT, a blanket of clean wheat straw combined with a light degradable plastic netting that provides protection for highway slopes, earth berms and ditches and offers same-day protection for newly topsoiled and seeded areas and a dependable cover for protection of late season grading work. The blanket allows the movement of water through the design.

Governor Wallace thanked Lloyd for the company's decision to locate in Alabama and expressed his appreciation for the jobs the new operation will create. "This is another of the new diversified smaller industries that are improving the economy of Alabama. Verdyol's contributions are especially significant because not only will they be providing jobs in the

area, but they will also offer a market for the area's farmers for this wheat straw they have in the past burned and thrown away."

Governor Wallace met Mr. Lloyd during an Alabama luncheon meeting in Switzerland in the summer of 1984 and got him interested in locating in Alabama. Bill Pennington of the Alabama Development Office's Switzerland office had numerous contacts with company officials after the meeting.

Jamie "Red" Etheredge, ADO director, said "we are fortunate to get the first American plant of this fine company. Although it will at first be a small company, it has great potential for the future."

Verdyol's erosion control product is currently awaiting approval by the Alabama Highway Department for use by contractors doing highway work in the state. The process has already been approved in several states.

Construction is scheduled to begin immediately and the company hopes to open by January. The company will use the free training services of the Alabama Industrial Development Training program. The company plans to finance the project with industrial

revenue bonds through the Pell City Industrial Development Board and SouthTrust Bank of Birmingham.

The company also has operations in Canada, England, South Africa, and Brazil. Verdyol is also interested in developing some of its other processes at the Pell City plant, including hydro-seeding and irrigation.

Ed Ash of the Pell City Industrial Development Board, ADO Project Manager Dick Reid, Bob Wright of the Metropolitan Development Board, and Doug Sileo of the Alabama Industrial Development Training program all were instrumental in making the project a reality.

Ash said, "I think this project shows what real teamwork can do when ADO and the community are working together. We already have one foreign industry in Pell City and this diversifies our industrial base. We hope this project will open doors in other parts of Europe."

"Dick Reid did an excellent job in helping us attract this company. I would also like to thank Mr. Lloyd for standing by Pell City during some difficult times on the project," he said.

\$2.5 million plant picks Pell City

BY STAN BAILEY

News staff writer

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New 82-job industry coming to Pell City

By CAROL PAPPAS

PELL CITY — Gov. Guy Hunt appeared before a 100 member crowd Tuesday afternoon with some welcome news, announcing that Shelby Steel Fabricators will expand its facilities into the Pell City area, creating 82 jobs.

The Vincent based company, a structural steel fabricator, already employs 148 workers with an annual payroll of approximately \$2.5 million. The company plans to invest nearly \$3.5 million in Pell City to develop a 20-acre site in the Cogswell Avenue Industrial Park.

Hunt noted that he had approved a \$195,000 grant to help provide sewer lines, water mains and access road improvements to that park. "This project will benefit Shelby Steel," Hunt said, "and make five other industrial tracts available to industry.

"Economic development continues to play a vital part in this administration. We must have a partnership between government

and business if we are going to create more jobs," the governor said.

The new 158,000 square foot plant will be the most modern structural steel fabricating plant in the Southeast, company officials said.

Several presentations were made to Shelby President Harold Ridgeway and partner Harry McDowell, including an Alabama flag, a key to the city, the book, "Alabama, the Great Surprise," and framed certificates of appreciation.

Gene Morris, chairman of the Pell City Industrial Development Board, told company officials, "You will never doubt the wisdom of your decision to move to our city."

Ridgeway thanked Gov. Hunt for his involvement in the project as well as Bobby Skelton of the Alabama Development Office, Mayor Lawrence Fields and the city, ADECA, AIDT and Ed Ash, liaison for the industrial development board.

Nov 31, 1968

Pell City Gets New Industry

Bruce D. Wilson, President of Galleon Industries, Inc., announced this week the opening of his company's operation in Pell City.

Galleon Industries, Inc., which will begin operations in the old pipe foundry facilities off 16th Street, South, will build and distribute 40 ft. fibreglass houseboats, and will ultimately employ approximately 200 employees.

With preliminary plans well advanced, Mr. Wilson said that production was expected to begin in the very near future. He said that his new company hopes to bring substantial employment to Pell City, and help to create additional interest in the industrial potential of this area.

Mr. Wilson brings to the new Pell City operation a wide and varied background of experience in the boat building business. He came to Pell City from Miami, Florida where he served in the capacity of Production Manager of Thunderbird Corporation, maker of the Drift R. Cruz Houseboat. He also held the position of Production Manager of Donji, a company famous for ocean racing boats, and served as General Manager of Fibre Glass Boat Corporation.

A racing boat enthusiast, Mr. Wilson promoted the Hurricane Classics Ocean Race of St. Petersburg, Florida, and is well known in ocean racing circles.

In an ad on an inside page of this week's issue, Galleon Industries is advertising for employees. For full information, see the ad or inquire at the office of the Greater Pell City Chamber of Commerce.

Pell City Industrial Development Board announces new industry

BY KELLY BRYAN
News-Aegis Writer

The Pell City Industrial Development Board gathered Monday night and listened as Ed Ash, the group's new industry representative, told of a new industry opting to locate in Pell City.

Anthony Welded Products, a company based in El Sequundo, Cal., will locate in the Pell City Industrial Park next to Dowzer Electric and will employ 15 people. The company expanded in 1960 with the development of a plant in Houston, and then opened a plant in New Castle, Penn.

The \$300,000 Pell City plant will join with the company's other manufacturing operations to produce the 182 products in their line, though Ash said the Pell City plant will concentrate on

cylinders, found in medical carts and welding carts.

A 16,000 square foot plant, including a 500 square foot office, will be built on seven acres of land, to be purchased from the IDB for \$36,000. The group agreed to pursue the matter with a required "letter of inducement" to the company.

Attention then turned to the Mark Osborn property the IDB has been discussing for some months in an effort to secure more land for the development of an additional industrial park. The legal papers submitted by William Trussell, the board's attorney, to initiate an option deal with Osborn, sparked another drawing up of papers by Osborn's own attorney. Trussell went over the differences with the board.

Among the most important changes included a stipulation in the option papers which would

make it mandatory for the IDB to purchase the entire tract of land within five years if the board bought more than two 10-acre tracts during a years time. The board would be obligated to purchase at least a 10-acre tract each year; however, with the above stipulation, the option transforms into a contract to purchase the land, pointed out Trussell.

This change brought out a good bit of discussion among board members, though George Williams said, "I though it was our intention, all along, to purchase the entire tract of land."

A final unanimous vote on the matter will mean the option papers will be turned over to the members of the Pell City Council for their approval. With that, the IDB can concentrate marketing the land to industrial prospects.

Dothan, Pell City Enjoy Industrial 'Growing Pains'

Dothan and Pell City have problems, serious problems, the kind of problems that hundreds of other cities in the nation would just love to have.

Growth!

Community leaders in Dothan must provide facilities for double that city's present population of 50,000...and in just seven years.

Pell City is worrying over being "too perfect."

Four industries were attracted to Pell City last year, and already this year two more have been committed to build plants there.

But now, prime mover Ed Ash reports, other prospects are asking about the local labor market. Where will we get our workers?

With each new industry, the labor force is reduced by the number of workers hired. In a relatively small community the labor force is much more a critical factor than in larger cities with a surplus manpower," Ash conceded.

So industrial developers have to haul out population surveys to show that enough new people are being attracted to Pell City to offset the drains on the

labor pool. St Clair County, in fact, is the fastest growing county in the state.

Dothan's problem is somewhat different. With the whole Wiregrass to draw from, the Houston County metropolis has no shortage of eager, trainable labor.

But with 50,000 more people on the way, Dothan has to provide housing, schools, water supply and sewage disposal, police and fire protection, gas and electricity, new roads and streets...the list goes on and on.

Jim Brown, executive vice president of the Dothan-Houston County Chamber of Commerce, is largely responsible for his city's plight. And he's proud of it.

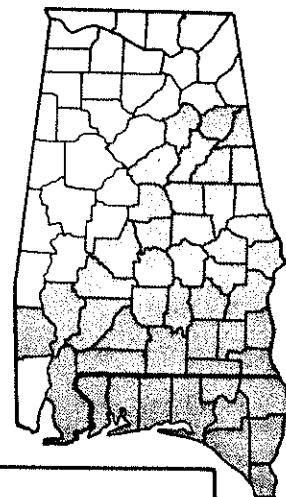
"Handling the newcomers is not my problem," he assured the Rotary Club members recently. "I am dumping this problem on the most influential group of thinkers, planners and achievers in Dothan. You're a great group."

Mayor Jimmy Grant listed city priorities over the next seven years of expected growth...60 officers to the police force...180 miles of power lines... four new fire engines and five new recreation centers.



MEDLINE INDUSTRIES' Pell City plant, which began operation in 1978 with 10 sewing machines, has realized dramatic growth. Dealing in health-care textiles, 124 new jobs were created recently with the addition of a 30,000 sq. ft. extension (right) for storage and shipping operations. The original 18,000 sq. ft. structure now houses the sewing operations, entailing the use of about 200 sewing machines in the manufacture of surgical gowns and other medical needs.--Photo courtesy Talladega Daily Home.

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

POPULATION

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

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	<u>3</u>	<u>64</u>	<u>1,500</u>
Junior High	<u>1</u>	<u>31</u>	<u>775</u>
High School	<u>1</u>	<u>31</u>	<u>675</u>
Private & Parochial	_____	_____	_____
Vo-Tech	<u>3 within 35 miles</u>		
College & Univ.	<u>9 within 35 miles</u>		

Number of High School Graduates _____

MEDICAL

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

RECREATION

Auto Race Track	<u>1</u>	Skating Rink	<u>1</u>
Bowling	_____	Ball Field	<u>3</u>
Country Club	_____	Swimming Pool	<u>2</u>
Indoor Movie	<u>1</u>	Tennis Court	<u>6</u>
Outdoor Movie	_____	Golf Course	<u>2</u>
YMCA	_____	Amateur Theatre	<u>1</u>
YWCA	_____	Library	<u>1</u>
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 GHE	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 2.5 Mills

School Fund 3.0 Mills

Veterans 1.0 Mills

 Mills

Total 6.5 Mills

St. Clair County

General Fund 6.0 Mills

School Fund 10.5 Mills

Road & Bridge 3.0 Mills

Hospital 4.0 Mills

District School 3.0 Mills

Reappraisal 2.0 Mills

 Mills

Total 28.5 Mills

City of Pell City

General Fund 5.0 Mills

School Fund Mills

 Mills

Total 5.0 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

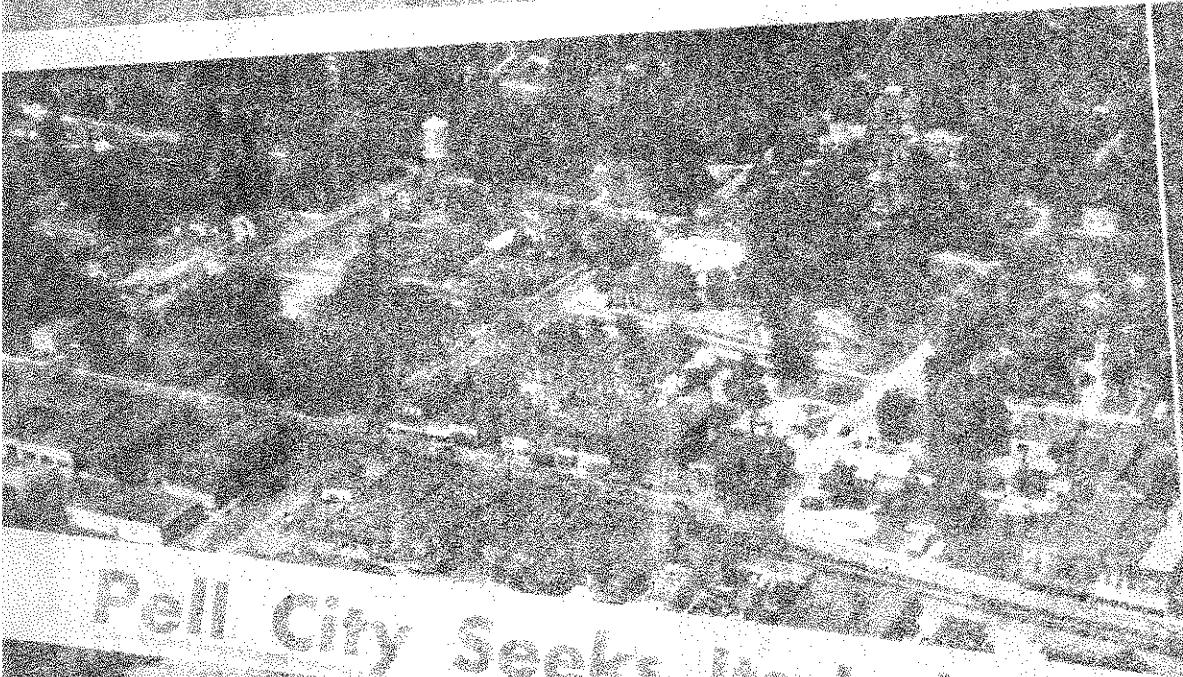
Honorable Hugh H. Williamson
Mayor of Pell City
1905 1st Ave., N.
Pell City, Ala. 35125
205-338-2244

Vol. 19, No. 3

Alabama

September 24, 1954
14 CENTS

*The News Magazine
of the Deep South*



Pell City Seeks Its Industrial Destiny



... While Making Marked Municipal Gains



MAYOR Kilgus, councilmen J. H. Secker, George C. E. Lee, Tom Cantrell, Edmond Blair, councilman J. R. Fisher and J. A. ...

Industrialization



many incidents. For instance, in the operation of the hydraulic roller plant at Avondale Mills whose 700 workers are now exclusively manufacturing denim, a "Denim" ...

much. After being privately ... a token ... Mrs. ... industrial ...

Not for nothing ... St. Clair ... especially in the lower section ... the Chamber ...



Now Meat

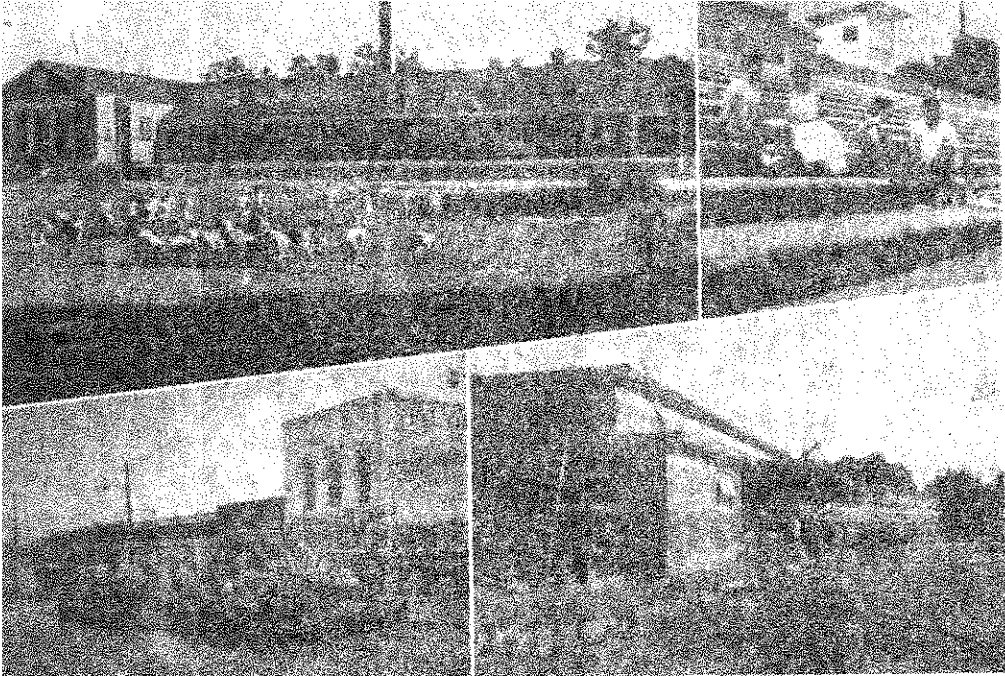
An ... of this ... cooperation with the state ... Department was the annual ...



HOME of Mrs. J. R. ...

ENGINE STATE ...

... progress ...



PELL CITY'S 1953 football champion Panthers are shown swimming in front of the modern high school (top left), which also has a fine stadium in back. BOTTOM views show paving of Cogswell Avenue, nearly completed construction of new elementary school.

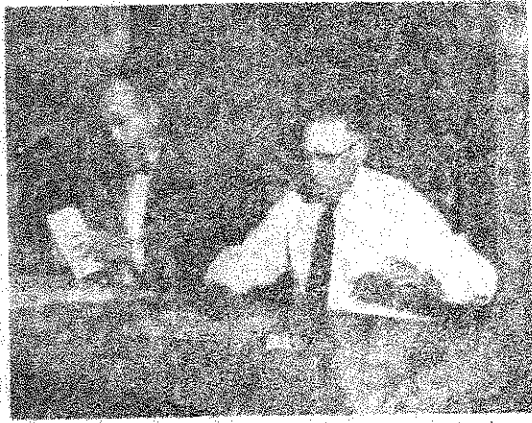
specialized training. The labor supply so far exceeds the local demand that, at present, the big Army ordnance depot near Anniston (20 miles away) is, for employment purposes, Pell City's second largest industry.

The city, which originally outgrew other neighbors like Eden, Riverside and unincorporated Crogswell because it was the crossing of east-west and north-south rail roads, still is served by one mainline railway (Southern)* and is still a busy crossroads—with an overpass serving traffic of U.S. 78 (east-west) and U.S. 231 (north-south), both heavily traveled by tourists and commercial cargo. And ease passed for a farm-based county is St. Clair's own road network spina webbed from Tall.

The county government's faith in Pell is proved by its plans to put a magnificent courthouse there in place of the antiquated 1902 structure which makes the city Asheville's alternate county seat since the early days when crossing the rugged ridges was tedious and, at times, impossible. Designed by the top-flight Brown-Baird architectural firm of Martin J. Lide, the two-story building (plus basement) will be of granite and stone construction, air conditioned throughout, have its own intercom system and am-

*The Seaboard runs through Coal City six miles north.

ST. CLAIR Dairy Show this month sponsored by the U. of C. and State Agriculture Department, brought a few groups of interest and awarded \$200 in prizes. Photos below show (top left) County Lucas Agent H. J. Eubanks with the grand champion Guernsey shown by Katherine Merton, champion Jersey by Beth Coleman and Heister by Jimmy Cagle (Miss Horton, new crowned Dairy Maid) (lower) Home Demonstration agent Margaret McKee with Paula A. Shaw, winner Jimmy McFarlane and Co. Nell Cuyroll, assistant HD agent James Van Cuylen. RIGHT: Mrs. James Cagle of "Aunt Fanny Ranch" with her newly acquired and victorious Holstein cow and some of "Aunt Fanny's" big Angus herd in a fine St. Clair pasture.



BIDS on St. Clair's new Pell City courthouse were recently opened by architect Martin J. Lide (left) and able Probate Judge M. W. Foreman, Springville banker, who has had national recognition for the network of county roads (right) built during his three-term administration.



INDUSTRIAL SITES IN ST. CLAIR PLENTIFUL

County Abounds With Waterfalls And The Minerals Needed By Enterprises

The industrial sites in Alabama are plentiful. The county of St. Clair is one of the best. It has a large number of waterfalls and a large amount of mineral water. The water is pure and soft and is suitable for drinking and for industrial purposes.

BY W. J. BOLDS

St. Clair, in the western part of the state, is one of the other counties of Alabama. It was created by an act of the Territorial Legislature approved Nov. 21, 1818, and named for the state of Pennsylvania. It is bounded on the northwest by Blount County, on the east by the Coosa River, on the south by Wilcox County, on the west by Jefferson County and on the southwest by Etowah County. Its center is about 40 miles from Birmingham.

The county is bounded on the north by the Alabama river about 10 miles, on the east by the Coosa River about 25 miles, on the south by the Wilcox River about 40 miles and on the west by the Jefferson River about 10 miles. The total area is about 1,000 square miles of land of seven square miles of water.

Although two of the great rivers of the Alabama river district extend into the county, both of which have been developed to some extent, agriculture is the principal occupation of the people. Textile manufacturing and commercial trade is centered at Pell City and there are a few small mills scattered over the county.

Topography Mountainous

The topography is mountainous. The highest point is Lookout Mountain, 2,000 feet high, in the northwestern part of the county. The terrain is generally hilly and mountainous. The highest point is Lookout Mountain, 2,000 feet high, in the northwestern part of the county. The terrain is generally hilly and mountainous. The highest point is Lookout Mountain, 2,000 feet high, in the northwestern part of the county. The terrain is generally hilly and mountainous.

Climate Moderate

The climate is moderate. The average temperature in the winter is about 40 degrees Fahrenheit and in the summer it is about 80 degrees Fahrenheit. The rainfall is about 50 inches per year. The climate is moderate and is suitable for agriculture and for living.

County Well Drained

The county is well drained. The water runs off to the east and south. There are no large bodies of water in the county. The land is generally well drained and is suitable for agriculture.

The waterfalls in the county are plentiful. There are about 100 waterfalls in the county. The waterfalls are of various sizes and are suitable for generating electricity. The waterfalls are a valuable resource for the county.

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Agriculture Important

Agriculture is the most important industry of the county. The land is generally well drained and is suitable for agriculture. The most important crops are cotton, corn, and wheat. There are also many small farms and a few large plantations.

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Coal Mines Operated

Coal mines are being operated in several places in the county. The coal is of good quality and is suitable for domestic and industrial purposes. The mines are operated by the Alabama Coal and Iron Company. The coal is of good quality and is suitable for domestic and industrial purposes. The mines are operated by the Alabama Coal and Iron Company.

The waterfalls in the county are plentiful. There are about 100 waterfalls in the county. The waterfalls are of various sizes and are suitable for generating electricity. The waterfalls are a valuable resource for the county.

Health Conditions Excellent

The health conditions of the county are excellent. The water is pure and soft and is suitable for drinking and for industrial purposes. The climate is moderate and is suitable for living. The health conditions of the county are excellent.

Education Progress Backward

The education progress in the county is backward. There are only a few schools in the county. The schools are of poor quality and are not suitable for the needs of the county. The education progress in the county is backward.

Railroad Service Good

The railroad service in the county is good. There are several railroads in the county. The railroads are of good quality and are suitable for the needs of the county. The railroad service in the county is good.

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Pell City Largest Town

Pell City is the largest town in the county. It has a population of about 1,000 people. Pell City is a well-developed town and is suitable for living. Pell City is the largest town in the county.

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Pell City is 'growing' problem to mayor

BY THOMAS F. HILL

News Alabama Staffer
PELL CITY, Ala., Nov. 17.—If Pell City grows during the next five years as it has in the past single year, it could be as big as Birmingham.

And that percentage growth rate is bringing a rash of "growing pains" to Pell City Mayor Joe Kilgroe.

Proprietor of a funeral home, Mayor Kilgroe is working as hard to meet these problems that he fears that he may soon find himself as one of his customers if he doesn't slow down.

In case the folks of Birmingham are worrying about this new rival, let it be stated that the rate of growth of Pell City is strictly on a percentage basis.

BEFORE THINGS started happening to Pell City, its population was a steady 1248 persons.

"One of our problems down through the years," Mayor Kilgroe said, "was that we were sold up into small municipalities. There was Pell City, Eden Oak Ridge and Avondale Hill Village.

"Now, we have all merged, and it is an over-all population of 3244 persons."

Persons likes to juggle figures can compare 1934 with 1944 and get more than a 300 per cent increase taking place after the incorporation was voted on by the respective citizens.

TAKING THE present population figure and multiplying it by the rate of increase each year will give a city approaching 390,000 in less than five years.

"But don't worry," said Mayor Kilgroe. "We won't stop growing, but we won't go that far."

Mayor Kilgroe feels now that as head of a larger "city," he must solve water and sewerage problems. A long-term agreement is being worked with Avondale Mills to use their lake as part of the water source. Another plan is to build an expensive filter plant on the Coosa River.

NEATHER OAK RIDGE or Eden had a sewage disposal plant, so something must be done along these lines.

Pell City already owned one of the first municipally-owned and operated natural gas systems in the state.

Pell City has no general electric utility bonded indebtedness, and operated last year with a 250,000 surplus. The Eden Oak Ridge and Eden got something of a bargain.

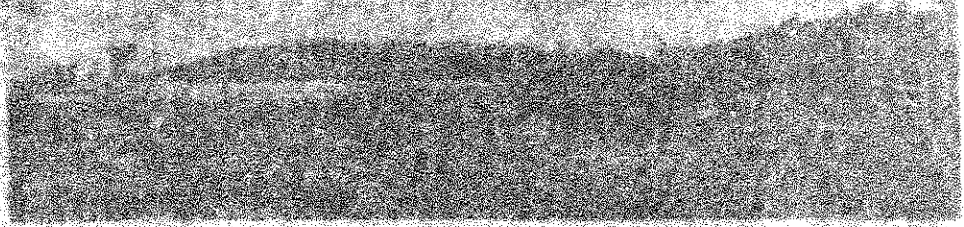
Avondale Mills is Pell City's biggest industry, employing 500 persons turning out blue jeans each. However, the Blue Pipe & Foundry Co. is expanding, and now employs 300 and may reach 400 in 1950 with its new 14 million plant.



MAYOR JOE KILGROE
... His job's growing fast

BIGGEST POTENTIAL industry of the future, however, is the Alabama Power Co.'s Coosa River development program, its new dam, and the possibility of getting a "Biggest City Power Plant" down that reach.

Mayor Kilgroe is keeping his fingers crossed on this count. Besides his own problems are Tom E. H. Stokes, mayor of Eden, E. L. Love Jr. in charge of streets and utilities, Chas Perry, finance committee, and A. H. Dixon, police and fire, and Ned Hawkins, judiciary.

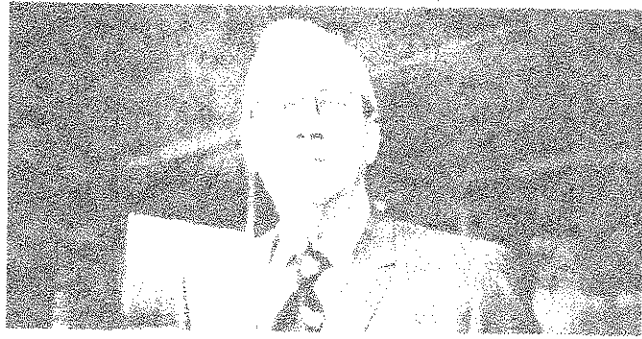


PIPE AND FOUNDRY AT PELL CITY PLANS EXPANSION

New structures will reach to foreground and quadruple employment.

Lathrop-Hatten Was Large Turn-of-Century Lumber Manufacturer

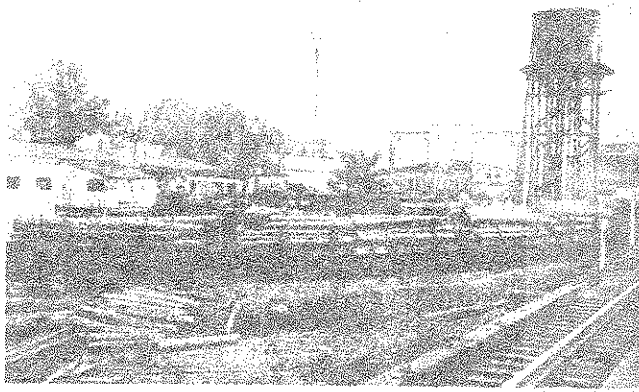
At a site many years submerged under the waters of Logan Martin Dam stood a large and bustling lumber firm known as Lathrop-Hatten Lumber Company. The town was Riverside and the Lathrop-Hatten mill



Mr. Leonard D. Housel, Sr.

stood on the banks of the Coosa River in St. Clair County.

Mr. Leonard D. Housel of Gordo, Alabama, passed

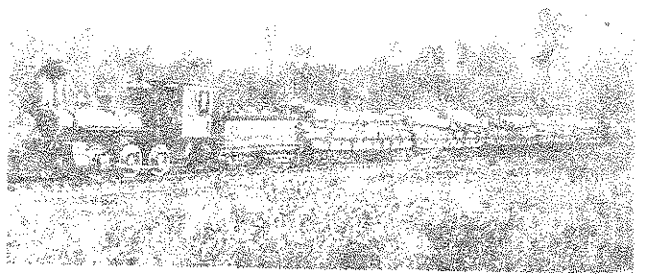


The Coosa River was just to the right of the millsite. This information on to us along with the pictures of the subject firm taken about 1905. Mr. Housel relates that his late father, A. N. Housel, was a young farmer in Nebraska and lost a crop, then decided to go south and wound up working for Lathrop-Hatten.



Oxen and horses aid the skidding. Mr. Lathrop stands on the right in suit.

AEA member, Mrs. Irvine Porter of Birmingham whose husband is in charge of the F. H. Lathrop estate, is the late Mr. Lathrop's granddaughter.




Railroad buffs will love this scene. Lathrop-Hatten Railway transported the logs to the mill and also the lumber to the Southern Railway line.

Smokey Says:



Don't YOU be careless!




SMITH'S SHELL SERVICE


STIHL — Sales & Service

5. Main St. • Phone 368-2459

ATMORE, ALABAMA 36502



POULAN
Sales & Service



HOMELITE
Sales & Service

COMMUNITY DATA

PELL CITY, ALABAMA

LOCATION:.....East Central Alabama in
St. Clair County

NEAREST LARGE TOWN.....Birmingham (31) miles

POPULATION.....CITY.... 5,000
PERCENT WHITE..... 77%

POPULATION.....COUNTY..... 26,000
PERCENT WHITE..... 83%

ESTIMATED POPULATION IN IMMEDIATE TRADE AREA..... 33,000

TOTAL NUMBER OF HOUSEHOLDS (Census figures)
CITY..... 2,837
COUNTY..... 7,843

CLIMATE.....Annual average temp. 62
Monthly.. Jan..45..
July..80... Rain (55) in.

PELL CITY IS 567 FEET ABOVE SEA LEVEL:

MUNICIPAL FACILITIES:

GOVERNMENT..... MAYOR & COUNCIL

POLICE..... (6) Two vehicles

FIRE..... (18) Three full time,
fifteen volunteers,
two engines, one
tanker.

FIRE INSURANCE CLASSIFICATION:.....NB 8

TAX LEVY.....State of Ala 6.5M
St. Clair Co.23.5M
School 8.0M
City 5.0M
43.0M

OTHER TAXES..... Gross receipts tax 1¢
per dollar
Gasoline tax 1¢ per gal.
Cigarette tax 2¢ per pack

UTILITIES:

Electric Power Supplier.....Ala Power Co.
Approximately...4,000 meters

UTILITIES: (Continued)

NATURAL GAS SUPPLIER..... City of Pell City
SEWAGE..... Sanitary sewer & disposal
plant
WATER SUPPLIER..... City of Pell City
(Source...two wells &
spring (Capacity..855
G.P.M.)
TELEPHONE.....Coosa Valley Telephone Co.
Approximately... 3,000 phones

FINANCIAL INSTUTIONS:

Deposits..June 29, 1968

THE PEOPLES BANK..... \$4,257,253.78
UNION STATE BANK..... \$3,666,941.67
ST. CLAIR FEDERAL SAVINGS & LOAN ASSOCIATION....\$5,940,695.00

MAJOR INDUSTRIES:

AVONDALE MILLS (CLOTH) 480 EMPLOYEE'S
VALK MFG. CO. (PATROL BLADES) 18 EMPLOYEE'S
RIVERSIDE CLAY CO. (CLAY) 12 EMPLOYEE'S
CLOW CORPORATION (PLASTIC PIPE) 50 EMPLOYEE'S

PRINCIPAL INCOME.....Textiles, timber &
agriculture.

ESTIMATED PER CAPITA INCOME.....\$1,204.

FAMILY INCOME (3½ TO FAMILY).....\$4,214.

ESTIMATED NUMBER OF BUSINESS ESTABLISHMENTS..... 300

TOTAL AMOUNT OF SALES (CITY)

PREVIOUS YEAR (TOTAL).....\$7,809,492.00
CURRENT YEAR (FIRST FIVE MONTHS).....\$3,222,394.00

COMMUNITY FACILITIES:

CHURCHES: (WHITE).....(18) Seventeen Protestant,
one Catholic

SCHOOLS.....(8) Three Elementary, two
Sr. High, two Jr. High &
St. Clair Co. Training
School.

COMMUNITY FACILITIES: (Continued)

COLLEGES:.....(WITHIN DRIVING DISTANCE)...Howard College &
University of Ala (31
miles) Birmingham

Jacksonville State Univ-
ersity (40 miles) J'ville.

University of Ala (40)
miles, Gadsden, Ala

TRADE SCHOOLS..... Ala School of Trades
Gadsden, Ala (40 miles)

(BUS SERVICE DAILY TO CHILDERSBURG
& GADSDEN FURNISHED BY STATE)

N. F. Nunnaley Trade
School (28 miles) Childersburg, Ala

TELEVISION:.....Two channels from B'ham.
(PROPOSED CABLEVISION WITHIN THE YEAR)

TELEGRAPH..... Western Union

NEWS PAPER:.....(LOCAL)..... St. Clair News Aegis
Circulation...4200

OTHER..... B'ham News & Post Herald
Circulation (approx. same
as above)

RADIO..... WFHK

LIBRARIES.....CITY..... 5,500 Volumes
COUNTY.....24,415 Volumes

MOTELS..... (6)

MARINAS..... (10)

RESTAURANTS..... (10)

REAL ESTATE AGENCIES..... (3)

RECREATION:

THE PARK AND RECREATION BOARD provides year-round recreation for the youth of Pell City. Facilities available includes two recreation center buildings with pools and lighted tennis courts, lighted Little League and Pony League fields and a modern football stadium. A well equipped and modern 9 hole golf course and practice green is maintained by the local Country Club.

RECREATION: (Continued)

A feasibility study now underway is being conducted to determine the possibility of the development of a complete recreation complex to be constructed in the immediate area.

BEAUTIFUL LOGAN MARTIN LAKE, a marine wonderland has made Pell City the "Fun Hub" of North Central Alabama.

Boating, skiing, swimming and other water sports can be enjoyed approximately 6 to 8 months of the year. Fishing is excellent throughout the year.

Numerous modern marinas, motels, restaurants and campsites are available within a few minutes drive of downtown Pell City.

Logan Martin Lake has a total Reservoir Area of 16,650 acres with 326.4 miles of Shoreline.

LOGAN MARTIN AMPHITHEATRE INC., sponsored principally by the local Chamber of Commerce, provides low cost entertainment for the entire family on Saturday nights during the summer season. Performances by the Alabama Symphony Pops Orchestra are among the wide and varied programs presented for the pleasure of local residents and visitors to the Logan Martin area.

MEDICAL SERVICES:

- HOSPITALS.....(1) Construction will start on a modern 68 bed hospital in the very near future.
- CLINICS.....(1)
- NURSING HOMES.....(2)
- PHYSICIANS & SURGEONS.....(4)
- DENTIST.....(6)
- CHIROPRACTORS.....(1)
- OPTOMETRISTS.....(1)

TRANSPORTATION:

- HIGHWAY.....U.S. 78 & 231 - I-20
- RAIL.....Southern Railway, trips per day (2) East & West
- MOTOR FREIGHT.....6 regular & 5 erregular

TRANSPORTATION: (Continued)

BUS.....Greyhound & Trailway

AIR.....Local Air Port 4200 ft. runway. New runway in excess of 5,000 ft. in planning stage. Charter service available to all points. Charter to B'ham (31) miles, 6 Airlines, 64 flights daily.

REMARKS: (Future Growth)

The Chamber of Commerce is presently completing the necessary requirements for the development of an industrial park on property already acquired. Plans are now being formulated to provide utilities and railway facilities to the site.

An A&P, a new Union State Bank building and a new Ala Power Company office are now under construction. A new Peoples Bank and a new 68 bed hospital will be under construction the very near future. A complex of new apartments will also be under construction very soon, and numerous other commercial establishments have plans for either new buildings or remodeling.

The new Alabama Speedway, comparable to Daytona, is now under construction, and will be only 15 minutes from downtown Pell City. The first national race will be held in September, 1969 and it is estimated that 100,000 spectators will attend the first race.

Beautiful Logan Martin Lake, with numerous motels, restaurants and modern marinas, has made Pell City the "Fun Hub" of North Central Alabama, and recreation has become a very profitable industry for this immediate area.

The general atmosphere is reflecting good business and the future of this area is very encouraging. Adequate power, gas and communications coupled with a good labor supply make the community ready for progress.

ST. CLAIR COUNTY GENERAL CHARACTERISTICS;

Total Effective Buying Income.....	\$34,122,000
Total Population.....	26,000
Total Retail Sales.....	16,992,000
Effective Buying Income per Household.....	4,214

POPULATION CHARACTERISTICS (Ages)

14 and Under.....	8,445
15 to 24.....	3,863
25 to 34.....	2,896
35 to 44.....	2,998
45 to 64.....	4,911
65 and Over.....	2,275

RETAIL SALES CHARACTERISTICS (million)

Food.....	\$ 5,494
Eating and Drinking.....	623
General Merchandision.....	1,372
Apparel.....	762
Furniture - Appliances.....	1,134
Automotive.....	3,049
Gas Stations.....	1,692
Lumber - Building - Hardware.....	907
Drugs.....	518

EFFECTIVE BUYING INCOME BY HOUSEHOLDS:

Breakdown.....	% Households
\$0-2,999.....	38.2
\$3-4,999.....	23. 23.7
\$5-7,999.....	26.6
\$8-9,999.....	6.1
\$10,000 & Over.....	5.4

MOTOR VEHICLE REGISTRATION:

(Actual figures to 1967)

Passenger.....	12,411
Trucks.....	4,108
Other.....	356
Total.....	16,875

FARM PRODUCTION CHARACTERISTICS (million)

Value of all farm products.....	4,034
Crops.....	760
Livestock and livestock products.....	3,266

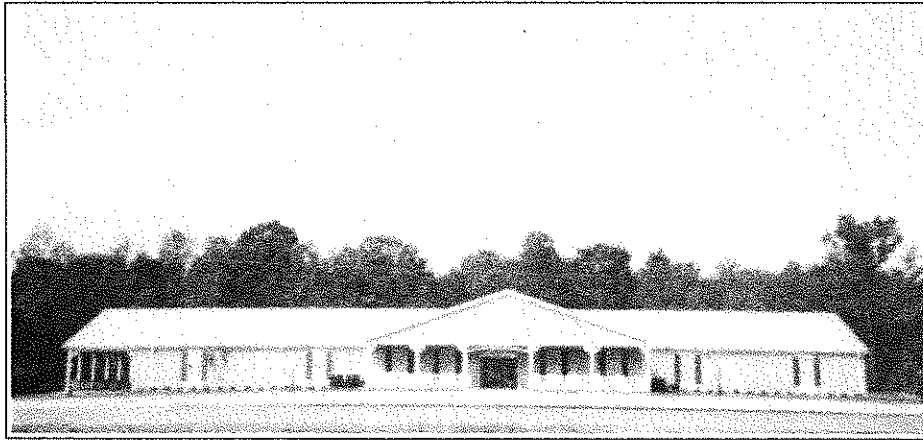
Sources of above information:

The Sales Management year book of 1966. The United States Department of Commerce. Bureau of Census 1964. The Ala Press Association Vital statistics by counties. The Sun Newspapers marketing data files.

OPEN HOUSE!

Sunday, October 3rd

Chapel Hill Funeral Home **Pell City, Alabama**



Locally Owned And Operated

We Honor All Valid Burial Policies And Pre-Arrangement From Other Funeral Homes.

Place
Stamp
Here

Chapel Hill Funeral Home
21271 Highway 231 N.
Pell City, Alabama 35125



21271 Highway 231 N.
Pell City, Alabama 35125

PELL CITY RETAIL AND SERVICES

A & A Body Shop
1524 Martin St. S.
Pell City, AL 35125
Tommy Hawood
Melvin Ayres
884-2770

Abbotts Food Center
2102 Cogswell Ave.
Pell City, AL 35125
338-7512

Abbotts I-20 Antique Mall
P. O. Box 474
Pell City, AL 35125
Charles Abbott
338-7017

Abbotts Outlet
P. O. Box 474
Pell City, AL 35125
Charles/Maxine Abbott
338-7017

Abbott Vending Company
13 20th St. S.
Pell City, AL 35125
John Abbott
338-3322

Action Glass Inc.
10 18th St. S.
Pell City, AL 35125
Mike Varn
338-3278

Adventure Homes
2400 Martin St.
Pell City, AL 35125
Mike Maske
884-2400

Alabama Power
2303 Cogswell Ave.
Pell City, AL 35125
George E. Williams
338-3378

Allen Service Company
1st Ave. S.
Pell City, AL 35125

Arms Country Store
Box 59 US Hwy. 78
Pell City, AL 35125
Ann Youngblood
884-2143

Aqualand Marina
P. O. Box 683
Pell City, AL 35125
Joann Thurman
338-7726

Armstrong Home Resp. Care
P. O. Box 902
Pell City, AL 35125
Ron Armstrong
884-2228

Art Craft House
1908 Cogswell Ave.
Pell City, AL 35125
Sharon Henderson
338-7313

The Ash Agency
2305 Cogswell Ave.
Pell City, AL 35125
Ed Ash
884-2380

Avondale Credit Union
2701 4th Ave. N.
Pell City, AL 35125
Susie Rich
338-7623

Avondale Mills
2703 4th Ave. N.
Pell City, AL 35125
James H. Evans
338-2215

Avondale Sweet Shop
2700 Comer Ave.
Pell City, AL 35125
Judy Braden
338-4302

Ballard Sales Mobile Homes
P. O. Box 856
Pell City, AL 35125
338-2134

ADDRESSES 1-20
P. O. Box 474
Pell City, AL 35125
Charles Abbott
338-7017

Abbotts Outlet
P. O. Box 474
Pell City, AL 35125
Charles/Maxine Abbott
338-7017

Abbott Vending Company
13 20th St. S.
Pell City, AL 35125
John Abbott
338-3322

Action Glass Inc.
10 18th St. S.
Pell City, AL 35125
Mike Vann
338-3278

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2400 Martin St.
Pell City, AL 35125
Mike Maske
884-2400

Alabama Power
2303 Cogswell Ave.
Pell City, AL 35125
George E. Williams
338-3378

Allen Service Company
1st Ave. S.
Pell City, AL 35125
Thomas H. Allen
338-2311

Alines Floral & Gift Mart
231 N.
Pell City, AL 35125
Aline Sweatt
338-9481

American Indemnity Co. Land & Shore
Helms Insurance Agency
P. O. Box 747
Pell City, AL 35125
Ron Helms

P. O. Box 702
Pell City, AL 35125
Ron Armstrong
884-2228

Art Craft House
1908 Cogswell Ave.
Pell City, AL 35125
Sharon Henderson
338-7313

The Ash Agency
2305 Cogswell Ave.
Pell City, AL 35125
Ed Ash
884-2380

Avondale Credit Union
2701 4th Ave. N.
Pell City, AL 35125
Susie Rich
338-7623

Avondale Mills
2703 4th Ave. N.
Pell City, AL 35125
James H. Evans
338-2215

Avondale Sweet Shop
2700 Comer Ave.
Pell City, AL 35125
Judy Braden
338-4302

Ballard Sales Mobile Homes
P. O. Box 856
Pell City, AL 35125
338-3434

B & B Books
2611 5th Ave. N.
Pell City, AL 35125
Barbara Eckes
338-2879

Barbers Alignments &
Auto Service
Hwy. 78 E.
Pell City, AL 35125
Melvin Barber

Bargain Town U.S.A.
2122 Cogswell Ave.
Pell City, AL 35125
Tommy McWhortor
338-2171

Beauty Unlimited
12 29th St. N.
Pell City, AL 35125
Linda St. John
884-2142

Bell Construction Co.
911 Edgewood Drive
Pell City, AL 35125
Rex Bell
338-7970

Bell Realty
1613 Martin St. S.
Pell City, AL 35125
Ricky & Sherry Bell
884-1678

Best Termite & Pest Control
231 20th St. S.
Pell City, AL 35125
Jim Turner
338-7491

Bettye's Beauty Shop
3016 9th Ave. N.
Pell City, AL 35125
Bettye Bowman
338-2505

Big "B" Drug Store
P. O. Box 1066
Birmingham, AL 35201
Pell City Plaza
Hwy. 231 S.
Pell City, AL 35125
Randall Stevens
338-9274

Big Boys Toys
2004 Cogswell Ave.
Pell City, AL 35125
Roy Frost

B. J. Food Store
1903 1st Ave. S.
Pell City, AL 35125
Jim Wood
338-4384

Blue Diamond Plastics
2004 Cogswell Ave.
Pell City, AL 35125
Roy Frost

The Bottle Shop
504 Martin St. N.
Pell City, AL 35125
Johnnie DeGaris
338-2700

Bowman Building Mart
2405 3rd Ave. S.
Pell City, AL 35125
Raymond Bowman
884-1823

Brantley's Sewing Center
The Sewing Basket
1907 Cogswell Ave.
Pell City, AL 35125
Rhonda Wyatt
338-2837

Brown Marine Sales
Rt. 1 Hwy. 231 S.
Cropwell, AL 35054
Jim Brown
525-5766

Budget Beauty Shop
Mrs. Carol Webster
1709 19th St. S.
Pell City, AL 35125
884-3040

Builders Supply Co.
7 16th St. S.
Pell City, AL 35125
Keith Henderson
338-2261

Bunt Appliances Sales & Serv.
Hospital Drive

Rex Bell
338-7970

Bell Realty
1613 Martin St. S.
Pell City, AL 35125
Ricky & Sherry Bell
884-1678

Best Termite & Pest Control
231 20th St. S.
Pell City, AL 35125
Jim Turner
338-7491

Bettye's Beauty Shop
3016 9th Ave. N.
Pell City, AL 35125
Bettye Bowman
338-2505

Big "B" Drug Store
P. O. Box 1066
Birmingham, AL 35201
Pell City Plaza
Hwy. 231 S.
Pell City, AL 35125
Randall Stevens
338-9274

Big Boys Toys
2004 Cogswell Ave.
Pell City, AL 35125
Roy Frost
884-1371

Big Bull Campground
P. O. Box 957
Pell City, AL 35125
Benny & Lynn Mullverhill
884-4748

Big Bull Motel
P. O. Box 957
Pell City, AL 35125
Mr. Paten
338-3344

Big Bull Restuarant
Rt. 1 Box 154-A
Cropwell, AL 35054
Jessie Ackinson
338-7172

Bowman Building Mart
2405 3rd Ave. S.
Pell City, AL 35125
Raymond Bowman
884-1823

Brantley's Sewing Center
The Sewing Basket
1907 Cogswell Ave.
Pell City, AL 35125
Rhonda Wyatt
338-2837

Brown Marine Sales
Rt. 1 Hwy. 231 S.
Cropwell, AL 35054
Jim Brown
525-5766

Budget Beauty Shop
Mrs. Carol Webster
1709 19th St. S.
Pell City, AL 35125
884-3040

Builders Supply Co.
7 16th St. S.
Pell City, AL 35125
Keith Henderson
338-2261

Bunt Appliances Sales & Serv
Hospital Drive
Pell City, AL 35125
H. C. Bunt
884-3430

Carlisle's Grocery
P. O. Box 825
Cropwell, AL 35054
Thomas O. Carlisle, Sr.
338-2512

Carlisle Service Station
400 Martin St. N.
Pell City, AL 35125
Thomas O. Carlisle
884-0737

Carroll Electric & Retail
Martin St. S.
Pell City, AL 35125
Royce Carroll
884-3455

Cash Home Builders & Supplies
40 Cogswell Ave.
Pell City, AL 35125
884-2565

Century 21 Landmark
705 N. Martin S.
Pell City, AL 35125
William K. Kilgroe
338-2251

Charmines Dance Studio
Rt. 2 Box 410Y
Pell City, AL 35125
884-2755

Cisco Auto Parts
401 Martin St. S.
Pell City, AL 35125
Joe Dorough
338-2255

Claytons Flowers
Cropwell, AL 35125
Clayton Garner
884-3775

The Clothes Tree
1905 Cogswell Ave.
Pell City, AL 35125
Joan Campbell
884-2980

Clouds Enterprises
The Cubberd
Hwy. 34 & 231 S.
Pell City, AL 35125
Bill Cloud
884-4511

Community Beauty Shop
423 23rd St. N.
Pell City, AL 35125
Pam Fowler
338-2625

Contel
P. O. Box 628
Pell City, AL 35125

The Country Store
Box 104
Cropwell, AL 35054
Barbara/James Howard
338-3052

Current Hangups
311 Martin St. N.
Pell City, AL 35125
Norma Morris
338-2223

Custom Flooring
1706 Cogswell Ave.
Pell City, AL 35125
William Calhoun
884-4196

Daily Home
1714 Cogswell Ave.
Pell City, AL 35125
Carol Pappas
884-3400

Dairy Queen
P. O. Box 183
Pell City, AL 35125
Dick & Lynn Ely
884-2445

Darby's Exxon
2020 Cogswell Ave.
Pell City, AL 35125
Jeff Darby
338-9277

Darby Tire
2011 Cogswell Ave.
Pell City, AL 35125
Jeff Darby
338-9487

David Tims Antiques
100 Hardwick Rd.
Pell City, AL 35125
David Tims
338-7929

Davis Beauty Shop
Ruby G. Roe
891 Cogswell Ave.
Pell City, AL 35125
338-2798

DeGaris Drug Inc.

Charmines Dance Studio
Rt. 2 Box 410Y
Pell City, AL 35125
884-2755

Cisco Auto Parts
401 Martin St. S.
Pell City, AL 35125
Joe Dorough
338-2255

Claytons Flowers
Cropwell, AL 35125
Clayton Garner
884-3775

The Clothes Tree
1905 Cosgwell Ave.
Pell City, AL 35125
Joan Campbell
884-2980

Clouds Enterprises
The Cubberd
Hwy. 34 & 231 S.
Pell City, AL 35125
Bill Cloud
884-4511

Community Beauty Shop
423 23rd St. N.
Pell City, AL 35125
Pam Fowler
338-2625

Contel
P. O. Box 628
Pell City, AL 35125
884-1718

Coosa Cable Co. Inc.
1701 Cogswell Ave.
Pell City, AL 35125
Art M. Smith
884-4545

Coosa Valley Grocery
Rt. 1 Box 834
Cropwell, AL 35054
Cecil & Jackie Rodgers
338-9752

Daily Home
1714 Cogswell Ave.
Pell City, AL 35125
Carol Pappas
884-3400

Dairy Queen
P. O. Box 183
Pell City, AL 35125
Dick & Lynn Ely
884-2445

Darby's Exxon
2020 Cogswell Ave.
Pell City, AL 35125
Jeff Darby
338-9277

Darby Tire
2011 Cogswell Ave.
Pell City, AL 35125
Jeff Darby
338-9487

David Tims Antiques
100 Hardwick Rd.
Pell City, AL 35125
David Tims
338-7929

Davis Beauty Shop
Ruby G. Roe
891 Cogswell Ave.
Pell City, AL 35125
338-2798

DeGaris Drug Inc.
504 N. Martin St.
Pell City, AL 35125
Johnnie Degaris
338-7712

Dixie Auto Parts
809 Martin St.
Pell City, AL 35125
884-2410

Dixie Fence & Const. Co.
2401 3rd Ave. N.
Pell City, AL 35125
884-3453

Driver, Starnes & Hamilton
2113 Cogswell Ave.
Pell City, AL 35125
Bill Driver
884-2360

Eden Coin Laundry
1913 Cogswell Ave.
Pell City, AL 35125
Bill Gossett
338-2824

Eden Pool & Supply
38 Cogswell Ave. N.
Pell City, AL 35125
George & Dee Cash
884-2565

Ed's Lounge
U. S. Hwy. 78 E. Rt. 4
Pell City, AL 35125
Ed Wilson
884-2705

Eva's Beauty Box
13 S. 18 S.
Pell City, AL 35125
338-7423

Farm Bureau Ins.
Apt. 307 Martin St. N.
Pell City, AL 35125
Jim Shigley
884-3470

Farmers Mutual Exchange
Gold Kist
P. O. Box 370
Pell City, AL 35125
Larry Hamilton
884-2415

Fendley's Standard Service
1800 Cogswell Ave.
Pell City, AL 35125
Dole Fendly
338-2614

Flynn's Small Engine Repair
Rt. 4 Box 29

Food World
605 Martin St. N.
Pell City, AL 35125
Larry Williamson
884-4513

Fowlers Pest Control
P. O. Box 293
Pell City, AL 35125
338-2146

Fulmer Photograph
2316 Cogswell Ave.
Pell City, AL 35125
Ken & Sue Fulmer
884-1642

Gallaway Gardens
P. O. Box 897
Pell City, AL 35125
Sam Gallaway
338-9880

The Gas Pump
P. O. Box 682
Pell City, AL 35125
Mr. M. B. Lawley
884-3182

Gibbons Marine Service
Rt. 1
Cropwell, AL 35054
John Gibbons
338-3994

Golden Excavating
Rt. 2 Box 449
Pell City, AL 35125
J. L. Golden
338-7152

Goodgame & Pike Welding
2311 3rd Ave. S.
Pell City, AL 35125
W. A. Goodgame
338-2551

Goodwin Plumbing
Rt. 1 Box 340

Ed's Lounge
U. S. Hwy. 78 E. Rt. 4
Pell City, AL 35125
Ed Wilson
884-2705

Eva's Beauty Box
13 S. 18 S.
Pell City, AL 35125
338-7423

Farm Bureau Ins.
Apt. 307 Martin St. N.
Pell City, AL 35125
Jim Shigley
884-3470

Farmers Mutual Exchange
Gold Kist
P. O. Box 370
Pell City, AL 35125
Larry Hamilton
884-2415

Fendley's Standard Service
1800 Cogswell Ave.
Pell City, AL 35125
Dole Fendly
338-2614

Flynn's Small Engine Repair
Rt. 4 Box 29
Pell City, AL 35125
Donald M. Flynn
338-9732

Fraim Realty
304 Martin St.
Pell City, AL 35125
George Fraim
884-2420

Franks Other Place
Hwy. 78 E.
Riverside, AL 35135
Frank Johnson
884-9955

Pell City, AL 35125
Sam Galloway
338-9880

The Gas Pump
P. O. Box 682
Pell City, AL 35125
Mr. M. B. Lawley
884-3182

Gibbons Marine Service
Rt. 1
Cropwell, AL 35054
John Gibbons
338-3994

Golden Excavating
Rt. 2 Box 449
Pell City, AL 35125
J. L. Golden
338-7152

Goodgame & Pike Welding
2311 3rd Ave. S.
Pell City, AL 35125
W. A. Goodgame
338-2551

Goodwin Plumbing
Rt. 1 Box 340
Pell City, AL 35125
David Goodwin
338-7016

Goss Small Engine
31 Cloverleaf Drive
Pell City, AL 35125
Mr. Goss
338-3421

Gossett Hardware
1913 Cogswell Ave.
Pell City, AL 35125
Wm. P. Gossett
338-2824

Graham & Son Plumbing
& Septic Tank Co.
Rt. 1 Box 73-AA
Pell City, AL 35125
Chester Graham
338-3463

Greater Pell City Chamber
Of Commerce
P. O. Box 1056
Pell City, AL 35125
Joyce Nix
338-3377

Griffins Jeweler's
1903 Cogswell Ave.
Pell City, AL 35125
Allen Freeman
884-2031

Juliana Guthrie Trailor Park
407 3rd Place N.
Pell City, AL 35125
Juliana Guthrie
338-9305

G. & W. Specialty Company
P. O. Box 817
Pell City, AL 35125
Allan Waston
338-9888

Hagan Drug Company
1922 Cosgwell Ave.
Pell City, AL 35125
Jack Hagan
338-3355

Hair Fashions
1507-19th St. S.
Pell City, AL 35125
Keith Haynes
338-4313

Hair Works
Rt. 5 Box 835
Pell City, AL 35125
Vickie Harmon
338-3209

Hammonda Auto Restoration
32½ Cogswell Ave.
Pell City, AL 35125
338-4563

Harmon Farm Supply
1814 1st Ave. S.
Pell City, AL 35125
Terry Templin
338-7014

Bail or Bonding Agent
1814 1st Ave. S.
Pell City, AL 35125
T. L. Harmon
525-5198

Harold Jones Heating & Air
38 Cogswell Ave. W.
Pell City, AL 35125
Harold Jones
338-2627

Headquarters Style Shop
1609 Martin St. S.
Pell City, AL 35125
Tammie Hardwick
338-4484

Helms Sausage Company
1904 16th Ave. S.
Pell City, AL 35125
338-7233

Henson Shell Service
P. O. Box 72
Pell City, AL 35125
James Henson
338-7566

Her's & His Style
3601 Comer Ave.
Pell City, AL 35125
Dianna Shirley
338-9352

Thurman Henninger III
Accountant
Cook Springs, AL
338-9334

Holiday Marina & Camp Ground
P. O. Box 1542
Pell City, AL 35125
Edna C. Bowman
338-7664

Hollis Beauty Salon
307 26th St. N.

3215 Cogswell Ave.
Pell City, AL 35125
Allen Freeman
884-2031

Juliana Guthrie Traylor Park
407 3rd Place N.
Pell City, AL 35125
Juliana Guthrie
338-9305

G. & W. Specialty Company
P. O. Box 817
Pell City, AL 35125
Allan Waston
338-9888

Hagan Drug Company
1922 Cogswell Ave.
Pell City, AL 35125
Jack Hagan
338-3355

Hair Fashions
1507-19th St. S.
Pell City, AL 35125
Keith Haynes
338-4313

Hair Works
Rt. 5 Box 835
Pell City, AL 35125
Vickie Harmon
338-3209

Hammonda Auto Restoration
32½ Cogswell Ave.
Pell City, AL 35125
338-4563

Hannah Home Thrift Store
1814 Cogswell Ave.
Pell City, AL 35125
Mr. Lynch
338-3782

Hare's Service Station
2215 Cogswell Ave.
Pell City, AL 35125
Cecil Ray Hare
338-3223

Harold Jones
338-2627

Headquarters Style Shop
1609 Martin St. S.
Pell City, AL 35125
Tammie Hardwick
338-4484

Helms Sausage Company
1904 16th Ave. S.
Pell City, AL 35125
338-7233

Henson Shell Service
P. O. Box 72
Pell City, AL 35125
James Henson
338-7566

Her's & His Style
3601 Comer Ave.
Pell City, AL 35125
Dianna Shirley
338-9352

Thurman Henninger III
Accountant
Cook Springs, AL
338-9334

Holiday Marina & Camp Ground
P. O. Box 1542
Pell City, AL 35125
Edna C. Bowman
338-7664

Hollis Beauty Salon
307 26th St. N.
Pell City, AL 35125
Jimmy Hollis
338-7881

Homes-N-All
P. O. Box 178
Cropwell, AL 35125
Barbara Eason
884-3535

H & R Block
P. O. Box 433
Pell City, AL 35125
Linda Lee
338-3931

Ingram Manor Inc.
510 Wolf Creek Rd. N.
Pell City, AL 35125
Katherine Ponder
338-3329

Interface Printing
1919 Cogswell Ave.
Pell City, AL 35125
Gary Dollahite
338-3707

Jack's
305 Martin St.
Pell City, AL 35125
Robert Owen
338-3040

Jefferson Home Furniture
2019 Cogswell Ave.
Pell City, AL 35125
Burke Yarbrough
338-2231

Jem Audio
1712 Cogswell Ave.
Pell City, AL 35125
Johnny Mathis
884-7186

Jill's Drive Inn
T. L. Harmon
600 Martin St. N.
Pell City, AL 35125
338-7186

Jimmy's of Pell City
Jimmy Hollis
1919 Cogswell Ave.
Pell City, AL 35125
338-3008

J. J. Pizza
2401 3rd Ave. N.
Pell City, AL 35125
Paul Story
884-3296

Joann's Beauty Salon
P. O. Box 306
Pell City, AL 35125
Joanna Walker
884-2145

J. C. Kay
Roofer-Sub-Contractor
Rt. 1 Box 111
Pell City, AL 35125
J. C. Kay
884-2830

Keiths Hair Designs
P. O. Box 158
Pell City, AL 35125
Keith Haynes
338-4313

Kentucky Fried Chicken
P. O. Box 723
Pell City, AL 35125
Wayne Warren
338-3221

Kerwin Shops Inc.
1906 Cogswell Ave.
Pell City, AL 35125
Peggy Sweatt
338-2012

Kilgroe's Antiques
2213 3rd Ave. N.
Pell City, AL 35125
Josephine Kilgroe
338-7923

Kilgroe Funeral Home
2219 2nd Ave. N.
Pell City, AL 35125
Sonny E. Kilgroe
338-3341

Kirkland Office Supply
1816½ Cogswell Ave.
Pell City, AL 35125
Frances Kirkland
338-9374

Thomas V. Lauderdale
Accountant
P. O. Box 488
Pell City, AL 35125
338-9469

Lawley Oil Co.
M. B. Lawley
201 19th St. S.
P. O. Box 686
Pell City, AL 35125
338-9489

Pell City, AL 35125
Robert Owen
338-3040

Jefferson Home Furniture
2019 Cogswell Ave.
Pell City, AL 35125
Burke Yarbrough
338-2231

Jem Audio
1712 Cogswell Ave.
Pell City, AL 35125
Johnny Mathis
884-7186

Jill's Drive Inn
T. L. Harmon
600 Martin St. N.
Pell City, AL 35125
338-7186

Jimmy's of Pell City
Jimmy Hollis
1919 Cogswell Ave.
Pell City, AL 35125
338-3008

J. J. Pizza
2401 3rd Ave. N.
Pell City, AL 35125
Paul Story
884-3296

Joann's Beauty Salon
P. O. Box 306
Pell City, AL 35125
Joanna Walker
884-2145

Joe's Diner
Hwy. 231.
Pell City, AL 35125
Joe Wheeler
338-7799

Joyce's
901 Dogwood Drive
Pell City, AL 35125
Joyce Thrower
338-7005

Kate & Johnnies
506 Martin St. N.
Pell City, AL 35125
338-2700

P. O. Box 125
Pell City, AL 35125
Wayne Warren
338-3221

Kenwin Shops Inc.
1906 Cogswell Ave.
Pell City, AL 35125
Peggy Sweatt
338-2012

Kilgroe's Antiques
2213 3rd Ave. N.
Pell City, AL 35125
Josephine Kilgroe
338-7923

Kilgroe Funeral Home
2219 2nd Ave. N.
Pell City, AL 35125
Sonny E. Kilgroe
338-3341

Kirkland Office Supply
1816½ Cogswell Ave.
Pell City, AL 35125
Frances Kirkland
338-9374

Thomas V. Lauderdale
Accountant
P. O. Box 488
Pell City, AL 35125
338-9469

Lawley Oil Co.
M. B. Lawley
201 19th St. S.
P. O. Box 686
Pell City, AL 35125
338-9489

E. L. Lawrence
General Contractor
P. O. Box 746
Pell City, AL 35125
338-9289

Lee Motel
17 North 22nd St.
Pell City, AL 35125
Mrs. Darby
338-7221

Leisure Time Properties
309 N. Martin S.
Pell City, AL 35125
Virginia Van Dall
884-1557

Liberty National Life Ins. Co.
604 Martin St. N.
Pell City, AL 35125
J. G. Beene
338-9424

Lil Mart
312 19th St. S.
Pell City, AL 35125
Bob McKee
338-2442

The Linen Shop
8 16th St. So.
Pell City, AL 35125
Mrs. F. W. Jackson

Logan Martin Properties
Hwy. 231 S.
Pell City, AL 35125
Randal Shumate
884-2300

Derral B. Luker & Associates
General Contractor
Box 103
Pell City, AL 35125
Derral B. Luker
884-4061

Lynn's Beauty Shop
Box 27 US Hwy. 78 E.
Pell City, AL 35125
884-1287

Magic Hair Cutters
113 Cogswell Ave.
Pell City, AL 35125
Teresa Haynes
338-2957

Marv's Drapery & Craft Shop

The Medicine Center
Martin St. S.
Pell City, AL 35125
Roy Roe
884-4550

Merle Norman Cosmetics
423 23rd St. N.
Pell City, AL 35125
Pam Fowler
338-2625

Steve Mize
State Licensed Hearing Aid
1723 Cogswell Ave.
Pell City, AL 35125
884-2020

Mobile Home Renovators
Rt. 1 Hwy. 231 S.
Cropwell, AL 35054
884-1220

Modern Beauty Salon
2406 3rd Ave. N.
Pell City, AL 35125
338-2055

Neal Pate's 24 Hour
Wrecker Service
7 18th St. S.
Pell City, AL 35125
Kenneth N. Pate
884-2430

Nell's Novelty & Fashion
32 Cropwell Ave.
Pell City, AL 35125
338-2432

Nipper Accounting & Tax Serv.
1121 Skyline Dr.
Pell City, AL 35125
Herman O. Nipper
338-3988

No Frills Discount Store
15 20th St. S.
Pell City, AL 35125
Judy Hicks
338-3230

Ron Partain World of Music
1816 Cogswell Ave.

Bob McKee
338-2442

The Linen Shop
8 16th St. So.
Pell City, AL 35125
Mrs. F. W. Jackson

Logan Martin Properties
Hwy. 231 S.
Pell City, AL 35125
Randal Shumate
884-2300

Derral B. Luker & Associates
General Contractor
Box 103
Pell City, AL 35125
Derral B. Luker
884-4061

Lynn's Beauty Shop
Box 27 US Hwy. 78 E.
Pell City, AL 35125
884-1287

Magic Hair Cutters
113 Cogswell Ave.
Pell City, AL 35125
Teresa Haynes
338-2957

Mary's Drapery & Craft Shop
1909 Cogswell Ave.
Pell City, AL 35125
338-9857

McKee Barber Shop
1704 Cogswell Ave.
Pell City, AL 35125
Roy L. McKee
338-7227

McClendon Optometrist
1723 Cogswell Ave.
Pell City, AL 35125
James H. McClendon

884-2020

Mobile Home Renovators
Rt. 1 Hwy. 231 S.
Cropwell, AL 35054
884-1220

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338-2055

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No Frills Discount Store
15 20th St. S.
Pell City, AL 35125
Judy Hicks
338-3230

Ron Partain World of Music
1816 Cogswell Ave.
Pell City, AL 35125
884-2512

Pasquales Food Co.
405 Martin St. S.
Pell City, AL 35125
Linda Carr
884-4072

Patterson Septic Tank Serv.
Rt. 4 Box 1480-B
Pell City, AL 35125
Sidney J. Patterson

P. & B. Meat Processing
Rt. 3 Box 93
Pell City, AL 35125
Larry Blue
672-2937

Pell City Animal Hospital
Hwy. 231 S.
Pell City, AL 35125
Dr. E. F. Murry
884-4104

Pell City Auto Parts
Hwy. 78 E.
Pell City, AL 35125
Bobby Schell
338-2821

Pell City Barber Shop
1818 Cogswell Ave.
Pell City, AL 35125
Buren J. Savage

Pell City Battery Co.
1309 S. Martin St.
Pell City, AL 35125
Check Hall
884-2170

Pell City Cleaners
2012 1st Ave. N.
Pell City, AL 35125
Otis Perry
338-2924

Pell City Curb Market
2217 Cogswell Ave.
Pell City, AL 35125
David Rice
338-9660

Pell City Denture Laboratory
1605 Cogswell Ave.
Pell City, AL 35125
D. A. Carter
338-9261

Pell City Drug Co.
1901 Cogswell Ave.
Pell City, AL 35125
338-7123

Pell City Full Service
SENCO
705 Martin St. No.
Pell City, AL 35125
Enoch Pike
338-2190

Pell City Grocery
1915 Cogswell Ave.
Pell City, AL 35125
Johnny Turner
338-2623

Pell City Hardware Co.
1908-10 Cogswell Ave.
Pell City, AL 35125
Bob/Sue Griffin
338-2513

Pell City Heating & Cooling
William F. Kilgroe
331 Cogswell Ave.
Pell City, AL 35125
338-2820


Pell City Labels & Graphics
1511 19st. S.
Pell City, AL 35125
Bobby Helms
338-3084

Pell City Mobile Homes
705 Martin St. N.
Pell City, AL 35125
338-2190

Pell City Pets & Pet Supply
1912 Cogswell Ave.
Pell City, AL 35125
Sonny & Ida Etrass
884-2141

Pell City Post Office
2401 Cogswell Ave.
Pell City, AL 35125
338-7924
Roy Banks

Pell City Qwik Stop
705 Martin S. N.
Pell City, AL 35125
Enoch Pike



Pell City Steak House
12 N. Martin S.
Pell City, AL 35125
Joe Wheeler
338-7714

Pell City Supply Inc.
1725 1st Ave. S.
Pell City, AL 35125
Cecil Rodger
Rick Coleman
884-1472

Pell City Suzuki
Hwy. 231 S.
Pell City, AL 35125
338-7740

Pell City Tires
11 S. 20th St.
Les Bynum
Pell City, AL 35125
338-2814

Pell City Warehouse Foods
2210 Cogswell Ave.
Pell City, AL 35125
Phillip Black
338-2713

Pel-Pak Box Factory
3928 Miles Parkway
Pell City, AL 35125

Peoples Bank
2203 1st Ave. N.
Pell City, AL 35125
338-2286

Perma-Frost Corp.
Dowzier Ave.
Pell City, AL 35125
Mr. Clow
884-3575

Perry's Mobile Homes Parts
P. O. Box 70

Pine Harbor Lodge
P. O. Box 865
Pell City, AL 35125
Bill Fisher
884-3045

Pine Harbor Rest.
Pine Harbor Rd.
Pell City, AL 35125
Harold Quick
338-3371

Plaza Chevron Parts &
Service Center
501 Martin St.
Pell City, AL 35125
James Perry
338-3555

Pop's Bar-B-Que
Rt. 4 Box 1388
Pell City, AL 35125
Marcie Wyatt
338-9368

Potpourri Gifts
116 21st S. N.
Pell City, AL 35125
Helen Cox
338-9241

Prairie Tank & Const.
Dry Creek Rd.
Pell City, AL 35125
J. S. VanAlslerg
884-4263

Quarles Twin Cinema
P. O. Box 932
Pell City, AL 35125
Mrs. Quarles
884-1030

Radio Shack
401 Martin St.
Pell City, AL 35125
Sandy Dorough

Pell City Tires
11 S. 20th St.
Les Bynum
Pell City, AL 35125
338-2814

Pell City Warehouse Foods
2210 Cogswell Ave.
Pell City, AL 35125
Phillip Black
338-2713

Pel-Pak Box Factory
3928 Miles Parkway
Pell City, AL 35125

Peoples Bank
2203 1st Ave. N.
Pell City, AL 35125
338-2286

Perma-Frost Corp.
Dowzier Ave.
Pell City, AL 35125
Mr. Clow
884-3575

Perry's Mobile Homes Parts
P. O. Box 70
Pell City, AL 35125
884-4420

Pickle Patch
1816 Cogswell Ave.
Pell City, AL 35125
Ruby/Lou
884-3966

Piggly Wiggly
210 Cogswell Ave.
Pell City, AL 35125
J. D. Abbott
338-7512

Pine Harbor Golf & Racquet
Rt. 4 Box 1464
Pell City, AL 35125
338-4354

338-3555

Pop's Bar-B-Que
Rt. 4 Box 1388
Pell City, AL 35125
Marcie Wyatt
338-9368

Potpourri Gifts
116 21st S. N.
Pell City, AL 35125
Helen Cox
338-9241

Prairie Tank & Const.
Dry Creek Rd.
Pell City, AL 35125
J. S. VanAlslerg
884-4263

Quarles Twin Cinema
P. O. Box 932
Pell City, AL 35125
Mrs. Quarles
884-1030

Radio Shack
401 Martin St.
Pell City, AL 35125
Sandy Dorough
338-2255

Refrigeration & Appliance
Rt. 2 Box 791-C
Pell City, AL 35125
William D. Griffith
884-2706

Richey Excavating
19th St. S.
Pell City, AL 35125
Donald Richey

Richy J. D. Body Shop
417 Wolf Creek Rd. S.
Pell City, AL 35125
J. D. Richy
338-7277

Riverside Marina
P. O. Box 50
Riverside, AL 35135
338-2291

Riverside Refractories Inc.
John C. Morris
P. O. Box 544
Pell City, AL 35125
338-3366

Robertson Insulation & Sheet Metal
Charles Robertson
327 Cogswell Ave.
Pell City, AL 35125
338-2175

Robinsons T.V. Service
2021 Cogswell Ave.
Pell City, AL 35125
338-9651

Rosendahl's Studio
1817 1st Ave. N.
Pell City, AL 35125
338-7836

St. Clair Air Cool Cycle
231 S.
Pell City, AL 35125
338-7740

St. Clair Appliance Service
1716½ Cogswell Ave.
Pell City, AL 35125
O. C. Simpkins
884-0524

St. Clair County Hospital
2805 Hospital Dr.
Pell City, AL 35125
Leigh Hackney
338-3301

St. Clair Farmers Co-op Inc.
13 N. 18th St.
Pell City, AL 35125
338-2821

St. Clair Memorial Gardens
P. O. Box 592
Pell City, AL 35125

St. Clair Service Corp.
20th St. PLCY
Pell City, AL 35125
338-3626

St. Clair Taxi
1st Ave.
Pell City, AL 35125
J. T. Webster
338-7811

Sandi-Bug Ceramics & Gifts
25 Cloverleaf Drive
Pell City, AL 35125
338-2144

Seafood Bar & Oyster Bar
Hwy. 78 E.
Pell City, AL 35125
Carol Adams

Sears Authorized Merchant St.
2316 Cogswell Ave.
Pell City, AL 35125
884-1640

Security Mutual Finance Corp.
1902 Cogswell Ave.
Pell City, AL 35125
Richard Knight, Manager
884-2487

Shadydale Mobile Home Park
3400 Cogswell Ave.
Pell City, AL 35125
Charlie Smith
338-2477

Sharps Bar-B-Que
Cogswell Ave.
Pell City, AL 35125
338-9765

Shirleys Quick Stop
3633 Comer Ave.
Pell City, AL 35125
Rocky G. Shirley

Shoe outlet
1410 Martin St. S.
Pell City, AL 35125

Robinsons T.V. Service
2021 Cogswell Ave.
Pell City, AL 35125
338-9651

Rosendahl's Studio
1817 1st Ave. N.
Pell City, AL 35125
338-7836

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13 N. 18th St.
Pell City, AL 35125
338-2821

St. Clair Memorial Gardens
P. O. Box 592
Pell City, AL 35125
John D. Speer
338-9682

St. Clair News Aegis
U. S. Hwy. 231 S.
Pell City, AL 35125
Kelly Bryan
884-2310

St. Clair Savings Federal
1920 1st Ave. N.
Pell City, AL 35125
Ray Miller, Pres.
338-2228

Seafood Bar & Oyster Bar
Hwy. 78 E.
Pell City, AL 35125
Carol Adams

Sears Authorized Merchant St
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Pell City, AL 35125
884-1640

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Cogswell Ave.
Pell City, AL 35125
338-9765

Shirleys Quick Stop
3633 Comer Ave.
Pell City, AL 35125
Rocky G. Shirley

Shoe outlet
1410 Martin St. S.
Pell City, AL 35125
T. L. Green
884-2873

Smart Shoppe
213 Cogswell Ave.
Pell City, AL 35125
Sammie Wade
338-3783

Smith & Hayes Sporting Goods
7 23rd St. N.
Pell City, AL 35125
884-2712

Johnnie J. Smith
Construction Inc.
Excavating & Landscaping
19 St. S.
Pell City, AL 35125
Johnny J. Smith
338-2050

Smith Tackle Co., Inc.
Rt. 1 Box 4
Cropwell, AL 35054
338-2712

Snider Flower Shop
Rt. 1 B
Pell City, AL 35125
338-3291

Sno-White Cleaners & Laundry
215 Comer Ave. N.
Pell City, AL 35125
Joe Wheeler
338-2624

Spic & Span Car Wash
Ronald Callahan
Martin St. S.
Pell City, AL 35125
884-4628

Ssplice-Co
Frank Finch
2409 3rd Ave. N.
Pell City, AL 35125
884-1117

Stokes Appliance & Locksmith Serv.
33rd St. 9th Ave. N.
Pell City, AL 35125
Mr. Stokes
338-7669

Stop & Go Car Wash
1008 25th St. N.
Pell City, AL 35125
Bill Gossett
338-2824

Super Hair Center

Taylor Ins. Agency
P. O. Box 568
Pell City, AL 35125
884-2475

T. G. & Y. Stores
Hwy. 231 N.
Pell City, AL 35125
884-3350
Dan Calloway

The Total Look
1705 Cogswell Ave.
Pell City, AL 35125
Carol Walker/Helen Cotten
338-2382

Town & Country Food Mart
Rt. 1
Cropwell, AL 35054
525-2775

Richard T. Traylor
201 20th St. N.
Pell City, AL 35125
Chiropractic Center
884-3585

Thrifty Inn Food Stores
201 Cogswell Ave.
Pell City, AL 35125
Druel Yarbrough
884-9913

Triple A Mobile Homes
Martin St. S.
Pell City, AL 35125
Danny & Mrs. Pat Linbaugh
338-3121

Truss Barber Shop
Rt. 1 Box 808-B
Cropwell, AL 35054
James Truss
338-9852

Douglas Turner
Accountant
1713 2nd Ave. N.
Pell City, AL 35125

215 Comer Ave. N.
Pell City, AL 35125
Joe Wheeler
338-2624

Spic & Span Car Wash
Ronald Callahan
Martin St. S.
Pell City, AL 35125
884-4628

Splice-Co
Frank Finch
2409 3rd Ave. N.
Pell City, AL 35125
884-1117

Stokes Appliance & Locksmith Serv.
33rd St. 9th Ave. N.
Pell City, AL 35125
Mr. Stokes
338-7669

Stop & Go Car Wash
1008 25th St. N.
Pell City, AL 35125
Bill Gossett
338-2824

Super Hair Center
Martin St. S.
Pell City, AL 35125
Hugh Powell
338-2521

Sutherlin Chevrolet
Box 666
Pell City, AL 35125
George Sutherlin
338-2202

Switzers Custom Woodwork
Hwy. 78 E.
Pell City, AL 35125
338-9639

Synergy Gas Corp.
2516 Cogswell Ave.
Pell City, AL 35125
Kenneth Chafin
338-3318

Cropwell, AL 35054
525-2775

Richard T. Traylor
201 20th St. N.
Pell City, AL 35125
Chiropractic Center
884-3585

Thrifty Inn Food Stores
201 Cogswell Ave.
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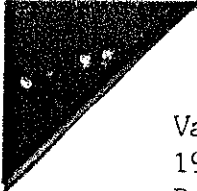
Truss Barber Shop
Rt. 1 Box 808-B
Cropwell, AL 35054
James Truss
338-9852

Douglas Turner
Accountant
1713 2nd Ave. N.
Pell City, AL 35125
338-7815, 338-7816

Union State Bank
15 20th St. N.
Pell City, AL 35125
Gloria V. Roberson
884-1520

United Fitness Center
209 Cogswell Ave.
Pell City, AL 35125
Charlock Brock
338-9406

Upper Cuts
2111 Cogswell
Pell City, AL 35125
Kathie Pouncy
338-3596



Vada's
1911 Cogawell Ave.
Pell City, AL 35125
Vada Vaughn
338-2631

Value Food Market
212 34th St. N.
Pell City, AL 35125
338-3067

Victory Freight Lines
Seddon Rd. S. Rt. 1
Pell City, AL 35125
Thomas Fleming
884-3398

Vollrath Refrigeration
P. O. Box 1097
Pell City, AL 35125
Tim Garvey
884-1530

Waldrop's Electronics Inc.
102 N. 24th Place
Pell City, AL 35125
Billy Waldrop
338-9246

Wee Wonderland
407 4th N.
Pell City, AL 35125
Brenda Nixon
338-7292

Western Auto Associate Store
2007 Cogswell Ave.
Pell City, AL 35125
A. B. Crump
338-7511

WFHK Radio Station
202 Cogswell Ave. W.
Pell City, AL 35125
Lamar Williamson
338-2238

Dick Whatley Real Estate
P. O. Box 1015

Vollrath Refrigeration
P. O. Box 1097
Pell City, AL 35125
Tim Garvey
884-1530

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102 N. 24th Place
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202 Cogswell Ave. W.
Pell City, AL 35125
Lamar Williamson
338-2238

Dick Whatley Real Estate
P. O. Box 1015
Pell City, AL 35125
338-3338

Willie's Barber Shop
1909½ Cogswell Ave.
Pell City, AL 35125

Whitco Discount Salvage
1710 Cogswell Ave.
Pell City, AL 35125
338-4456

Neighbors In Business

Much of Southeast's Sod Originates In Pell City

When one thinks of getting the lawn in shape for summer, every homeowner dreams of a lush green lawn bordered by beautiful colorful flowers and varied shrubs and flowering trees. One of the ways that homeowners can get that lush green lawn is by laying sod on carefully prepared ground. Sod provides an instantly beautiful lawn.

Alabama and in much of the southeastern United State, a large portion of the sod put down each year originates right in St. Clair County, on a farm just of 231 South Pell City. Owner of the Surfside Farm Dick Wall is a grass farmer who provides this turf for lawns. At his sod farm, sod is sold both wholesale and retail, and it can be picked up by the buyer at the farm or delivered by one of Wall's trucks which is equipped with a boom unloader. The business at Surfside is good for many reasons. Sod sales are related to the amount of construction going

on at a given time, and right now the construction business is good. Second, Wall works hard to produce and sell healthy, disease and insect free grass.

Soil testing, fertilizing, and insect and disease control are important aspects of Wall's operation. He works with Pell City Gold Kist manager Bill Jones on bulk blend fertilizer and other production needs.

Grass farming is a science. When a sod harvester cuts, it is automatically guided over the grass, digging and cutting the turf into pieces 16 x 24 inches. It is like a big tractor with a huge spatula and three pizza cutters. The harvester's conveyor moves the cut sod pieces to the back of the machine where a worker stacks them on pallets that measure 48 x 48 inches.

When the sod comes up, there are two inch rows of grass left on the fields. A huge Rototiller turns the

grass that is left back under to create new plants. The land is then rolled and smoothed and watered, made ready for the new sod that it

Sod that is delivered on a particular day has never been cut for more than 24 hours. It is a living product, and fast handling insures preserving the quality. About 60 percent of the farms sod sold is for residential use, 30 percent for commercial use, and the other 10 percent goes to football fields and golf courses.

The sod farm is actually five separate farms growing three kinds of grass: Centipede, Tifton Bermuda, and Emerald Zoysia. There are 850 acres sown in sod. The Zoysia is the most difficult to grow and is the most expensive grass grown at Surfside. Both Zoysia and Centipede take two years of growth before they are ready for harvest. Wall's says volume business is in Bermuda grass because it takes only twelve months to produce, and it has a lower sale price.

Sod farm employees work with 17

irrigation equipment toughest and dry as that time an inch of 850 acres almost collection guns. there is a vacuuming to be done

A native in engine university, Wall buy the partner in Birmingham increased a last year many of trucks that away from ing up to 850 acre Dick Wall quite a bu



Kilgore Funeral

SOD

CERTIFIED - NURSERY

EMERALD ZOYSIA
TIFTON BERMUDA

Neighbors In Business

Southeast's Sod Originates In Pell City

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Sod farm employees work with 17

irrigation guns and 63 peice equipment. Being a grass farm is toughest when the summer is and dry as it was last year. During that time they average putting an inch of water a week on all of 850 acres of sod, and that requires almost constant moving of irrigation guns. In addition to watering there is always fertilizing, mowing, vacuuming, and other manicuring to be done.

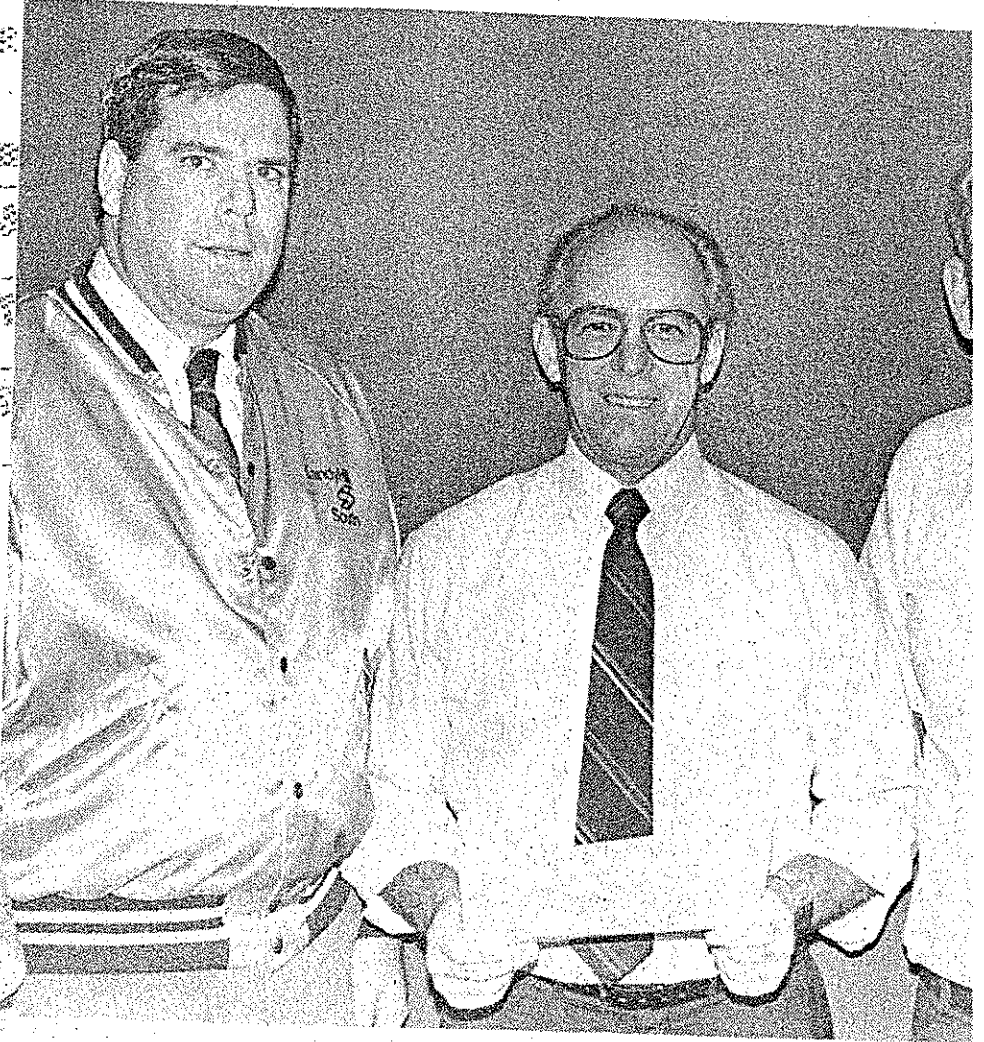
A native of Indiana with a degree in engineering from Purdue University, Walls came to Pell City to buy the sod farm after he and a partner sold a fabricating business in Birmingham. He had no experience in farming, but he has increased acreage on the farm and last year sold 500 acres of grass, many of them transported by his trucks that carry 900 yards of sod away from the farm at a time weighing up to 65,000 pounds. With an 850 acre yard as his responsibility, Dick Wal of Surfside Sod Farm is quite a busy man.

SOD

CERTIFIED - NURSERY

Pell City celebr

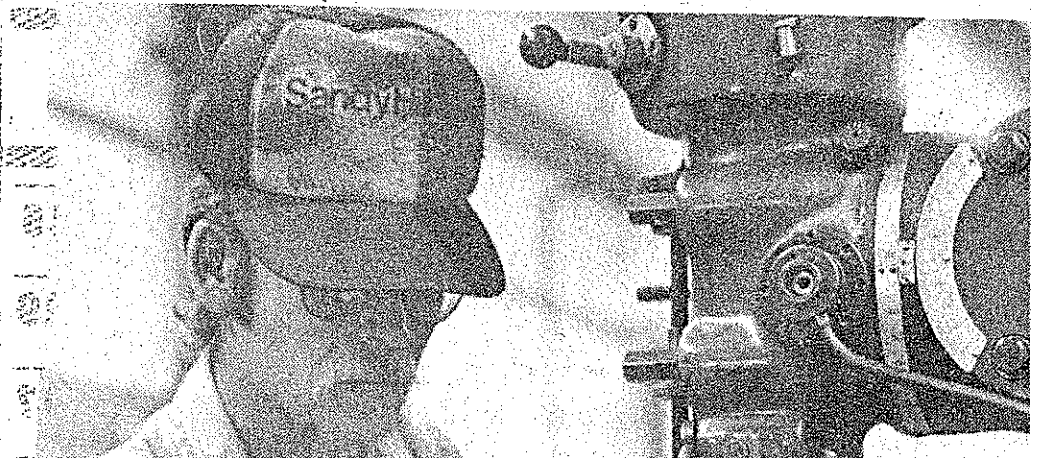
Sandy Hill South is r



Sandy Hill South's management

The management of Sandy Hill South includes, from left, Daniel Roods, customer service manager; Richard Nolin, vice president and general manager,

and George Suprise, pro
pictured is Jimmy Cheatham



tes 'Industrial Week' med 'Industry of the Year'

BY KELLY BRYAN
News-Aegis Writer

Sandy Hill Inc., headquartered in Hudson Falls, N.Y., opted for a new facility in order to meet the needs of the area's large number of pulp and paper mills in 1983.

The southern location proved to be a good one.

Three years after the company opened its new facility, Sandy Hill South is being honored as the 'Industry of the Year.'

Richard Nolin, general manager, is pleased. "We're real pleased to be named 'Industry of the Year.' It's an honor."

The title bestowed on Sandy Hill, South, is the icing on the cake as Nolin sees it, for he explains that the company could not be more pleased to be a part of Pell City. "I have nothing but praise about this community. We have been nicely rewarded. The minuses people in Pell City might be concerned about are few," said Nolin.

And, while Nolin is known as one of the best salesmen for other industries who may be considering Pell City with his unabashed praise for the community, he admits that Sandy Hill South executives almost did not come to Pell City. "We were traveling throughout Alabama because we were attracted to the state by its tax situation, labor supply and geographic location. There were a lot of people who pushed Alabama as a candidate for a new plant. But, I remember that in our week of traveling through Alabama it was raining, and we almost did not come into Pell City. We had already seen several locations in Birmingham, Pinson, Columbiana, Sylacauga, Childersburg and Montgomery. But, we did make it to Pell City and we came away a lot more pleased with

its offerings than the other sites we had seen."

The decision was made to build a facility in Pell City, and then Nolin and other Sandy Hill South executives got help from the Alabama Industrial Development Training (AIDT) program. This state program came in with trailers and set up temporary training facilities to train people interested in job opportunities at Sandy Hill. "The people were training on their own time, and many of them already were employed but were just looking to better their position," said Nolin. Working with AIDT convinced Nolin that Alabama was exactly what the company had been looking for. "The people undergoing the training were not guaranteed a job, but we did not hire anyone who had not received the training. Do you know that most of the people we hired through AIDT are still with us today?" said a pleased Nolin.

Nolin has been with Sandy Hill Inc. for 36 years, and while many would expect Nolin was in on the beginning, Sandy Hill has a much longer history. It was in 1858 when Francis VanWormer and Thomas E. Wells went into business and opened their first shop, known as the "Bakers Falls Iron and Machine Works." The company, with four employees, manufactured water wheels, an essential service for every factory's operation since in those days machinery was run entirely by water power.

The company was renamed in 1882 as "The Sandy Hill Iron and Brass Works." The new name came from the original name of the community—Sandy Hill—which later evolved into the current city of Hudson Falls.

Along the banks of the Hudson River, pulp and paper mills were beginning to spring up and The Sandy Hill Iron and Brass Works

met a need in the area by making machinery for the infant industries making paper.

The next notable date in Sandy Hill's history is 1938 when the company came under the new management of Frank Juckett, who took on the reins as president. During this progressive time, Sandy Hill acquired the rights to build pulp and papermaking machines for a world-renowned Scandinavian concern specializing in pulp forming, bleaching and digesting equipment.

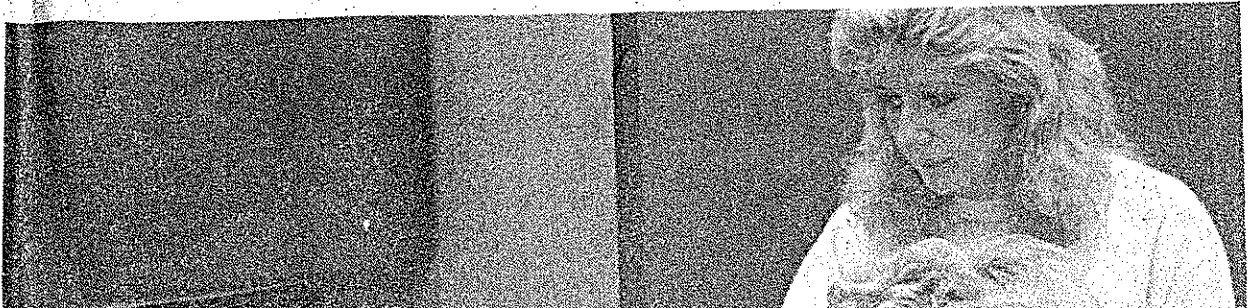
During World War II, Sandy Hill's 700 employees served their country by making gunmounts, winches for minesweepers, huge automatic towing winches for Navy tugs and big stern anchor winches for LSTs.

After the war's end, Sandy Hill resumed their original service and by 1963, the company's operation had outgrown its name so "The Sandy Hill Iron and Brass Works" became "Sandy Hill Corporation."

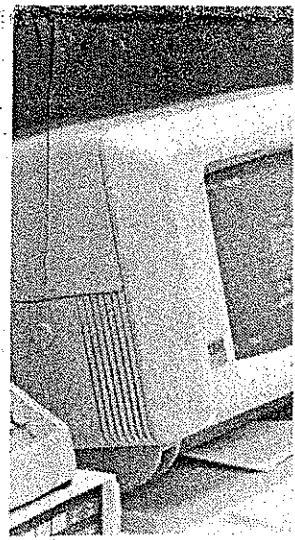
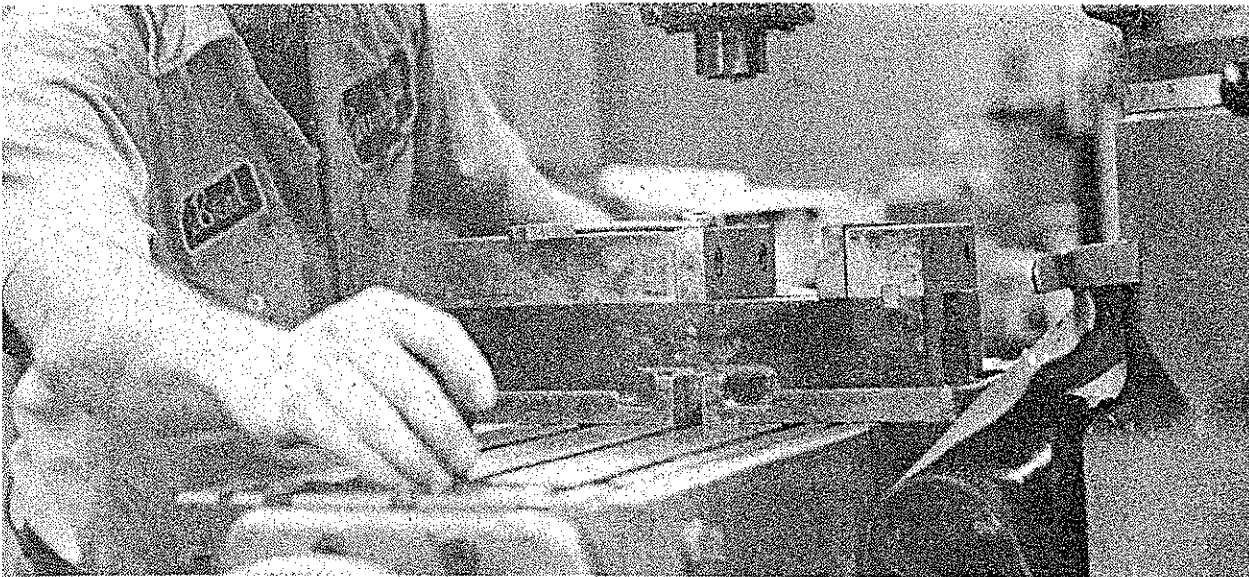
The location of the company's first venture outside their homeplace Hudson Falls was in Pell City in 1983.

"Sandy Hill South Inc. is on the scene in Pell City to service paper and pulp mills. Sandy Hill is one of five international partners in Kamyr," explains Nolin. "Servicing the Kamyr equipment is important to this company which now offers a complete service center in Pell City for customers who need repair and servicing of such items as feeders, digesters, separator screws, chip meters and outlet devices."

Sandy Hill South will be honored today at a special luncheon sponsored by the Greater Pell City Chamber of Commerce. This year's winner of the fourth annual title follows previous industrial winners and community leaders: Avondale Mills, Contel, and Alabama Power Company.



supervisor. Not
visor.



Brad Guy is on vertical mill

There are a number of different mills to be guided at Sandy Hill South operations. Brad Guy works on a vertical mill.

Keeping

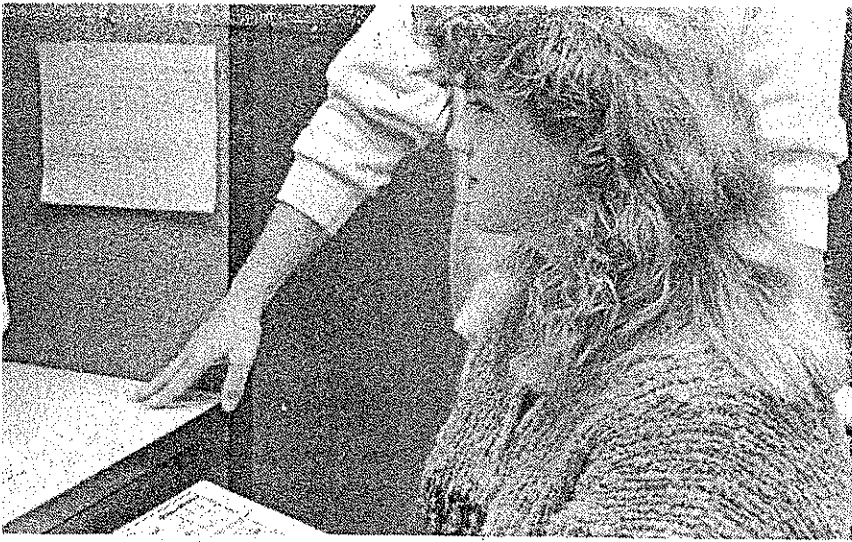


Larry Mullinax gets ready



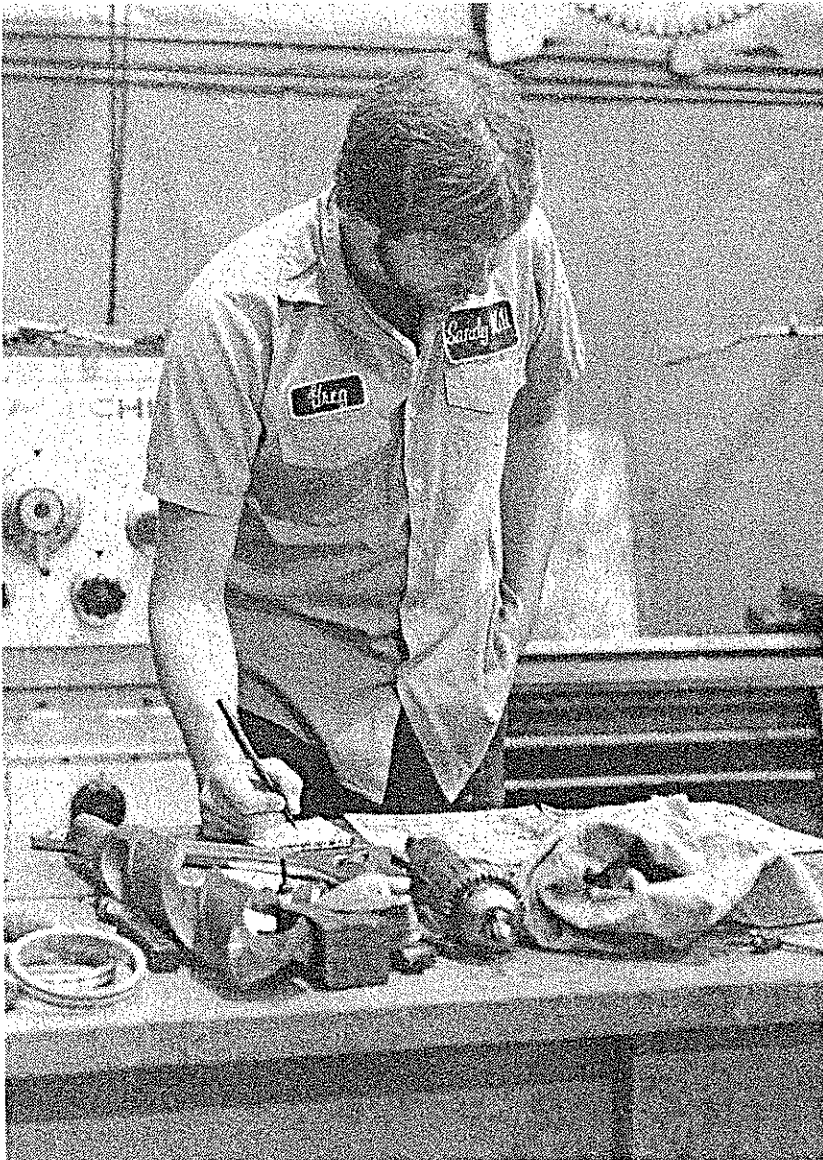
Scott Whitten oversees proc

Scott Whitten of Cherokee is another Sandy Hill worker.

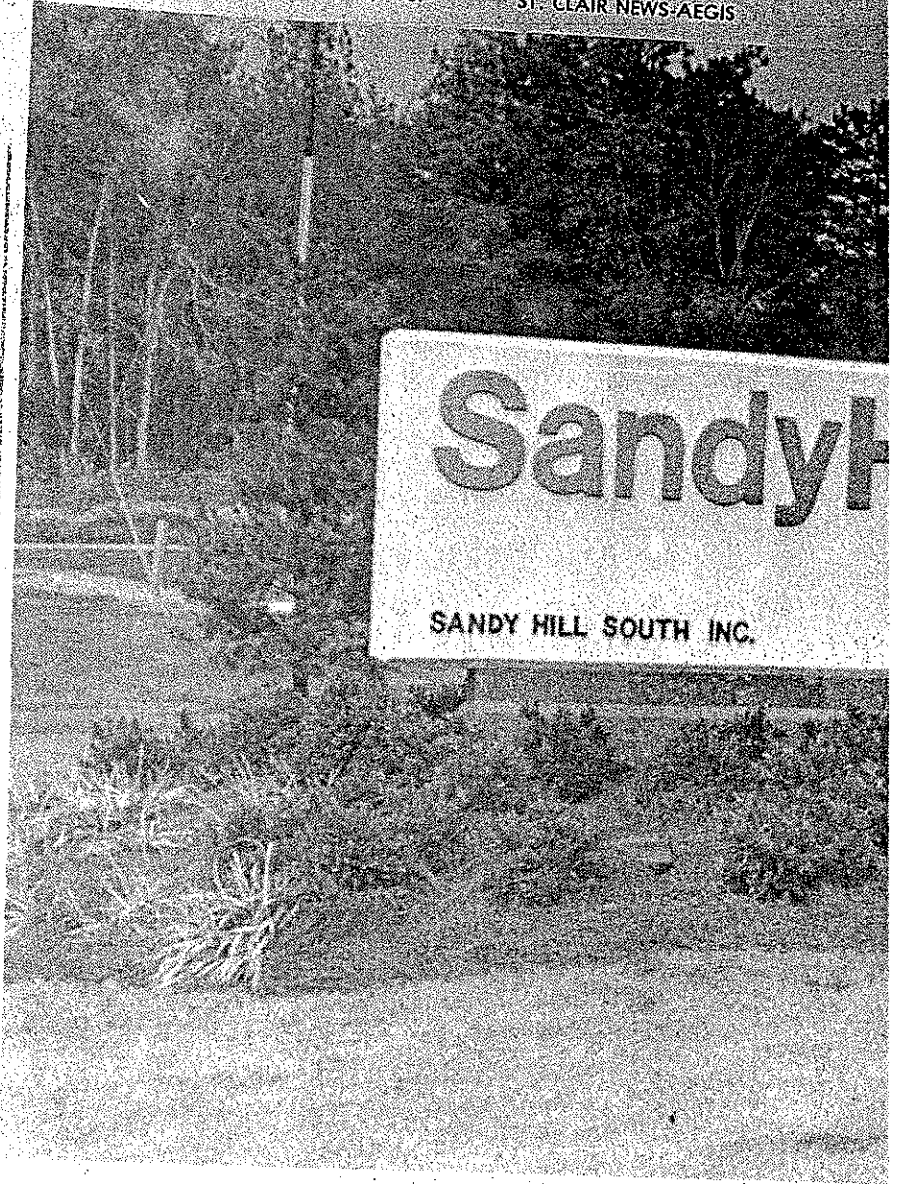


Cindy Files and Becky Farr greet visitors at Sandy Hill South. They also keep necessary books and files for the Pell City company being honored this week.

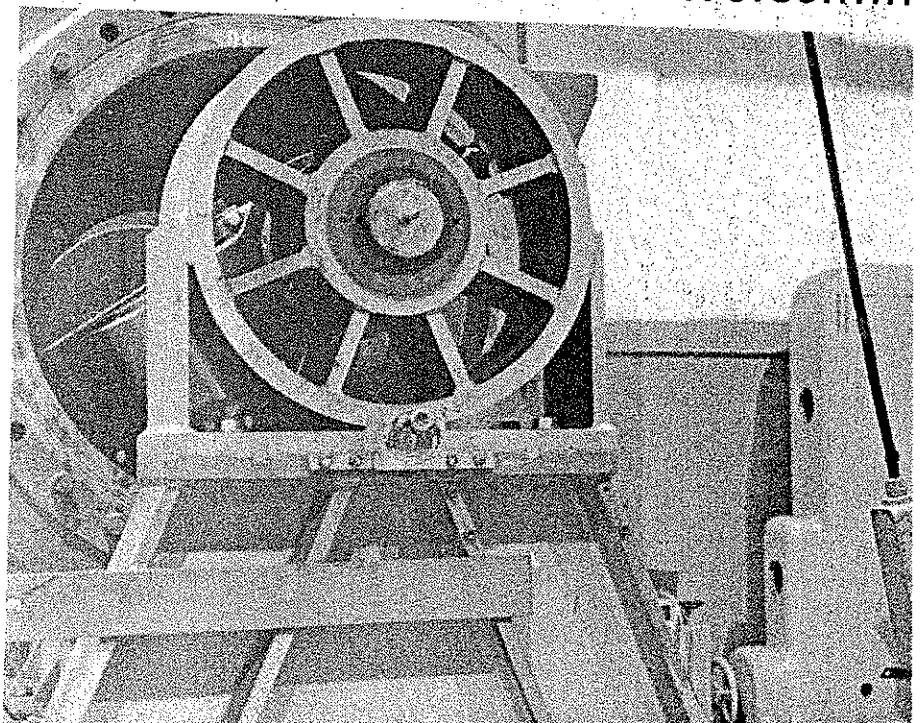
at front

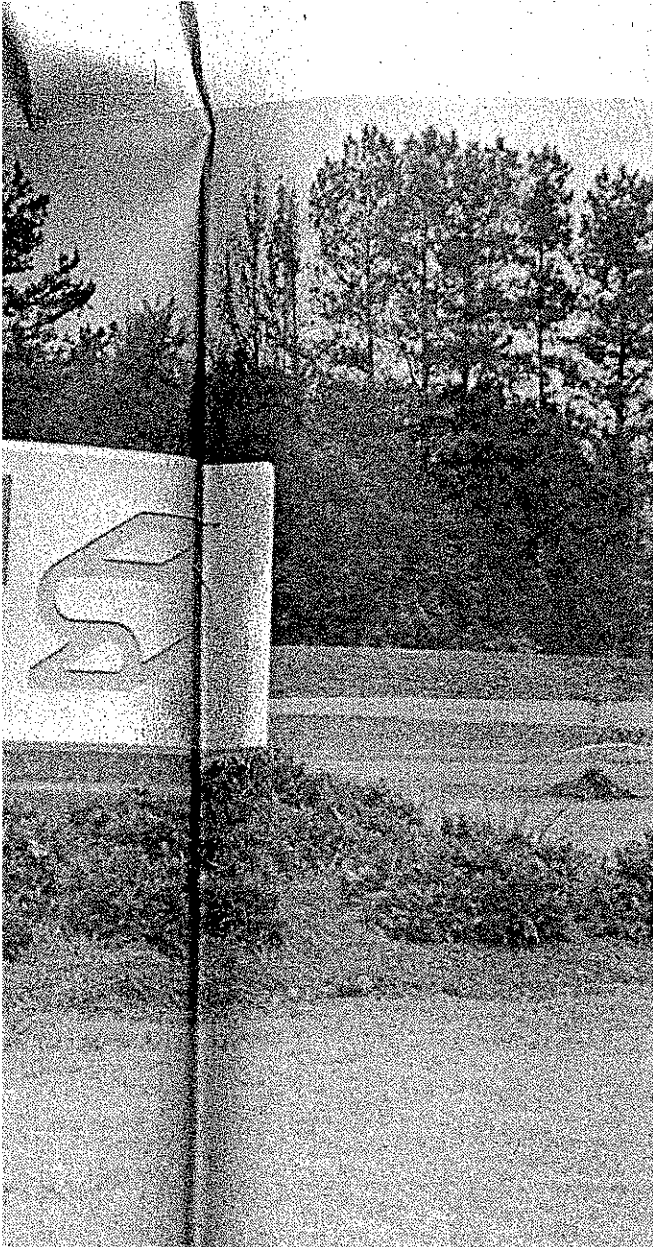


McDuffie takes measurements



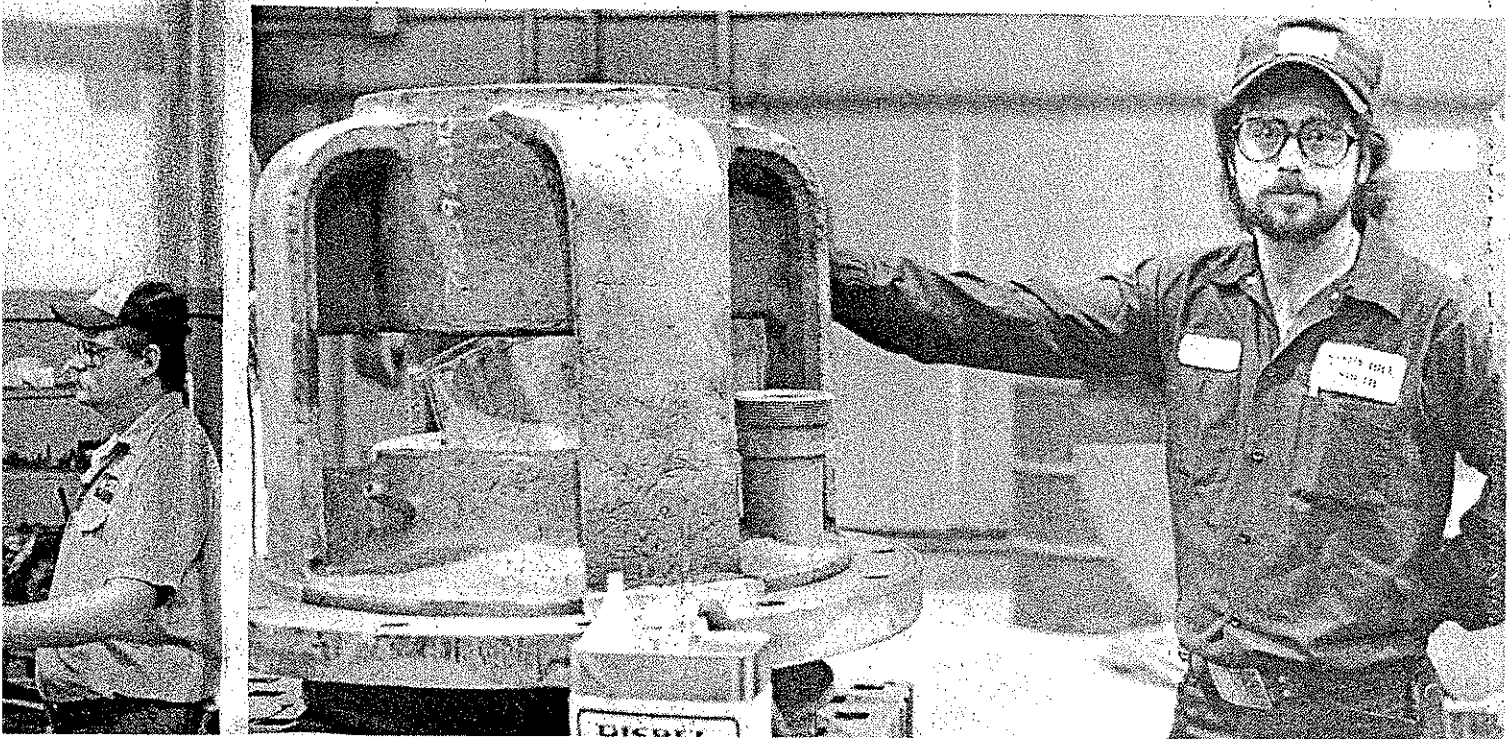
Welcomin





**John Marsh is also a
Sandy Hill employee**

John Marsh is yet another employee at Sandy Hill South, a Pell City company which concentrates on servicing pulp and paper mill equipment.



Greg McIntosh works mill

Greg McInnish is a Sandy Hill South employee who spends his workday on a horizontal boring mill.

Eddie A

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FOR HELPING MAKE
OUR BUSINESS A
SUCCESS!**

**GOODGAME & PINK
WELDING**

**SALUTES ALL OF
THE PELL CITY
AREA INDUSTRIES**

**A SPECIAL SALUTE
TO SANDY HILL SOUTH,
1987 INDUSTRY
THE YEAR
WINNER!**

m is lead man

Eddie Milam has many responsibilities to manage as a lead man at Sandy Hill South. The company was honored as "Industry of the Year" in Pell City on Thursday.

**RIVERSIDE REFRACTORIES
ON
TRUSS FERRY ROAD
SALUTES ALL OF THE
INDUSTRIES
IN THE PELL CITY AREA.
A SPECIAL SALUTE TO
SANDY HILL SOUTH
1987 INDUSTRY OF THE
YEAR WINNER!**

**Kentucky Fried Chicken.
OF
PELL CITY
SALUTES ALL OF
THE PELL CITY
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**WE WELCOME ALL
OF YOU TO
COME EAT AT**



**Kentucky Fried
Chicken**

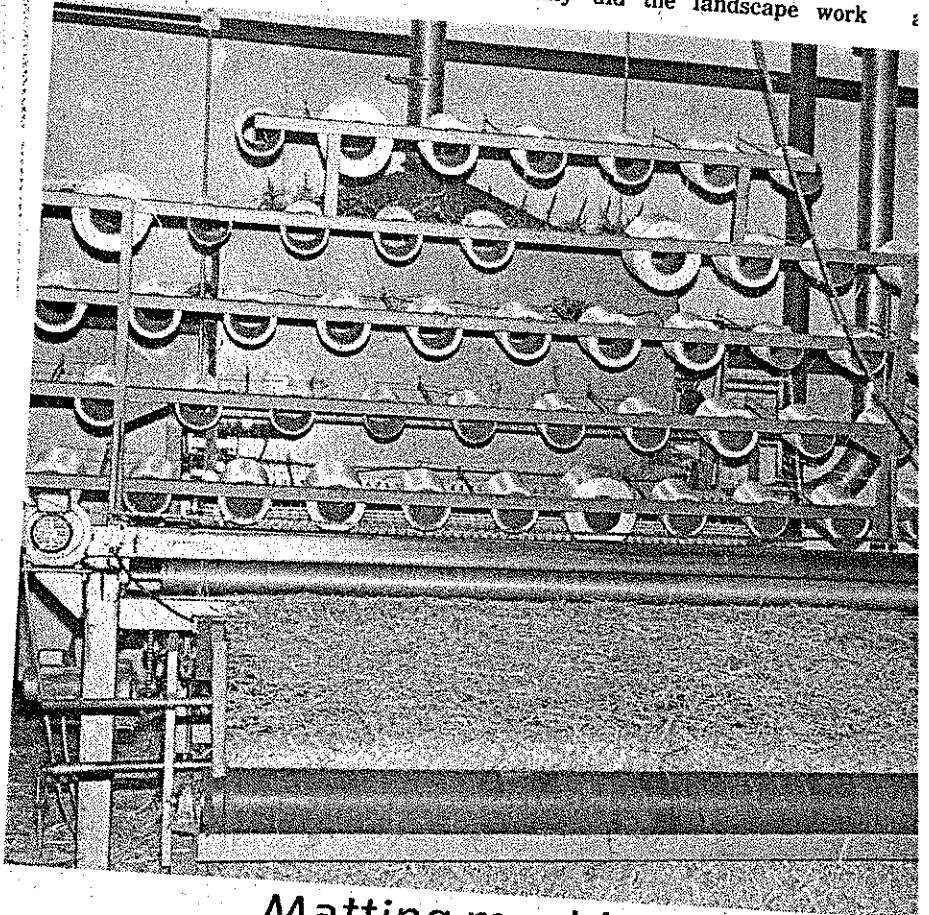
And then Verdyol

BY TERI SIEGAL
News-Aegis Writer

Verdyol Corporation is a new Pell City industry that opened in Industrial Park in May, 1987. It is an extension of a foreign based manufacturer, Verdyol International based out of Basel, Switzerland. The corporation

started manufacturing and installing its land reclamation and soil erosion prevention products following World War II.

John O. Sims, president of the Pell City operation, said the Swiss company not only manufactures the products designed to protect and preserve the ecology of nature, but actually did the landscape work



Matting machine has 56 needles

Soil erosion matting is one of the products Verdyol's Pell City plant produces. This large loom is the only one of its kind in the world, produced by Verdyol for sewing the wheat straw matting together. The mats are placed over seeded and prepared ground to hold it in place long enough to take root. The plastic fibers

that hold the matting straw by the loom's industrial-size sewing Verdyol at the first of Teri Siegal)

**SANDY HILL SOUTH
SALUTES ALL OF
THE PELL CITY AREA
INDUSTRIES!**

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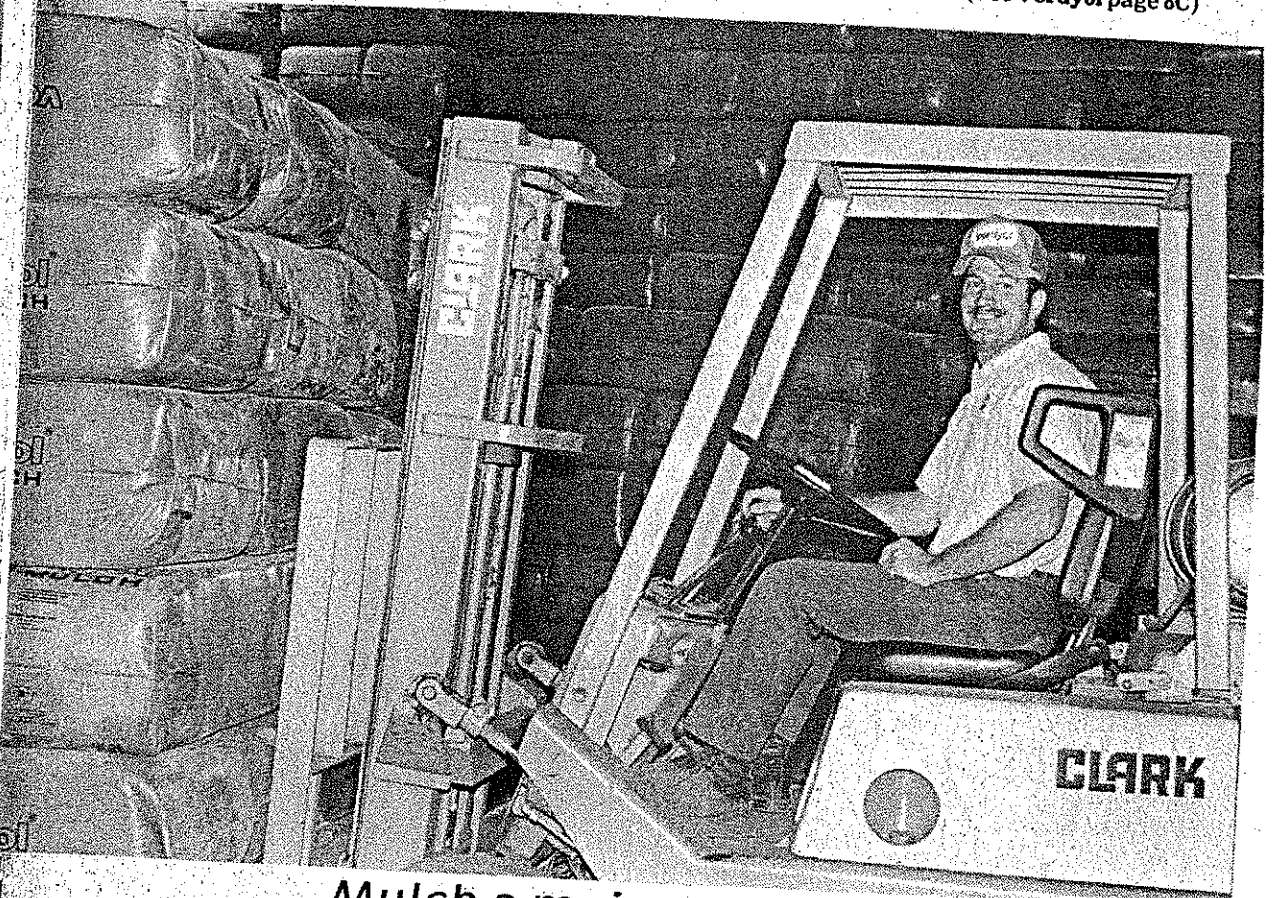
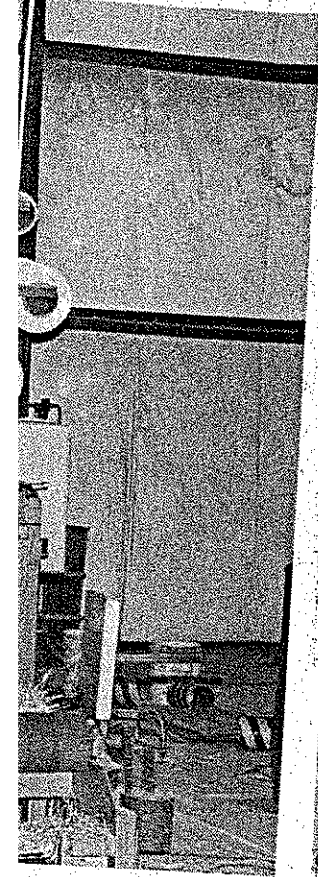
rol followed their lead here

and in putting the products in
 The company recently
 ed to this continent in 1984
 t opened Pell City's sister
 in Toronto, Canada. This
 company also does its own
 pe installation work as well
 facturing the products.
 ell City industry is the first
 y Verdyol company in the

United States, though Sims said they
 currently have a sales
 representative on the West Coast
 and if enough clients can be secured
 to make it viable, the Swiss-based
 manufacturer will open another
 satellite there, Sims said. Currently
 the Pell City plant is shipping orders
 out west.
 Verdyol of Pell City is strictly a

manufacturer, leaving installation
 up to the customer. The industry
 currently employs six people, all of
 them local. "Four of us came from
 Vollrath that closed down a year
 ago," Sims said. He and several
 other of the Verdyol employees
 worked at Pell City's Vollrath
 Refrigeration company before it
 closed down last year.

Incorporated in July, 1986, th
 company began operations May
 the following year. Sims said th
 Canadian plant was shipping t
 much to the Atlanta area, so Verdy
 Intl. decided it would be best to ope
 a manufacturing plant in this part o
 the country. "They wanted
 something west of Atlanta with goo
 (See Verdyol page 8C)



Mulch a major commodity

Verdyol Corporation is a Swiss-based company
 dedicated to eliminating soil erosion and reclaiming
 the land. Hydra mulch is one of the products produced
 at the Pell City plant. It includes a mixture of seeds,
 seaweed nutrients, fertilizers, cotton fibers and more.
 The mulch holds the moisture in the soil, giving the

seeds time to take root. Danny Hallmark, an employee
 at the company, is pictured as he stacks the 50-pound
 bags of hydra mulch for shipment to customers. The
 Pell City plant opened in May. (News-Aegis photo by
 Teri Siegal)

WHATLEY REAL ESTATE
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WOULD LIKE TO OFFER
A SPECIAL SALUTE
TO ALL OF OUR

Morris sees strides n

By LAURA NATION
News-Aegis Writer

Always working to promote and develop new business and industry for Pell City, the Industrial Development Board of Pell City takes an active role in the future of the community. By helping to implement community programs and interest in new industry, the board acts in part as a public relations office to help promote the many advantages Pell City has to offer potential industrial developers.

Chairman of the Industrial Development Board is Gene Morris, manager of Contel in Pell City. Morris is also a member of the Birmingham Metropolitan Development Board. There are 10 board members on the Industrial Development Board of Pell City who want to see that Pell City is represented to future industrial developers.

"We want to get involved in any activity that helps to make Pell City attractive to new industry," said Morris. "This includes the development of industrial park areas. We need to make the park areas physically attractive for potential developers. The old industrial park is very limited in space now, but we have the area along Hwy. 78 east that has some new business sites available."

"Pell City is well situated and has good industrial development property," said Morris. "We enjoy a good quality of life here that is attractive to people," said Morris. "Physically, we have the lake and all sorts of recreation that accompanies it. We have a rural atmosphere that is convenient to the metropolitan Birmingham area and all it can offer. In terms of human resources, Pell City is also in a favorable position—we have people who are willing to work and provide a good labor pool for a new industry. The education unit of the Alabama Development Office is available to provide training for employees at no cost to the employer."

Morris also noted the excellent facility that Pell City can boast of in the Pell City Civic Center. The civic center can house large meetings and banquets easily.

"Pell City also has a good cross section of churches represented," said Morris. "It is also evident to newcomers that our schools are a very high priority in Pell City."

New industries that have recently located in Pell City that

active element to the city," said Morris. "The people who have located here have taken an active part in local community projects.

We are so are taking City—and showing it



Gene Morris

Stock marke

By The Associated Press

Wall Street is a long way from Main Street in Alabama, but the record plunge on the New York Stock Exchange reverberated throughout the state.

"Totally irrational selling — everybody's scared to death," said

Alabama, w billion wort state worker county empl cent of its fi not feel the much as it David Bron fund

Others also work for industrial growth here

BY KELLY BRYAN
News-Aegis Writer

Brian Hilson is the director of the business development and research division for the Birmingham Area Chamber of Commerce.

David Rumbarger is the assistant director of the Alabama Development Office.

Hilson works out of a Birmingham office; and Rumbarger can be contacted in Montgomery.

And, though the names may not be familiar to most people in Pell City, the two men are very familiar with Pell City.

As a matter of fact, they help sell Pell City to industrial prospects looking to relocate in Alabama.

Hilson explains the Birmingham Area Chamber of Commerce is a five-county organization which includes St. Clair County in its plans and future.

"Pell City has done a credible job of identifying its promotable resources and advantages. There has been long and short term planning which have paid off for industrial development there. Plans that have been developed in the Pell City industrial parks have given Pell City an advantage over other communities of similar size," said Hilson.

Pell City has some fortunate luck to add to the planning, and as Hilson sees it the luck that is so marketable is the city's location. "It means so much for a city to have a good, strategic location. And, Pell City is ideally located to serve the markets of Birmingham and Atlanta."

"There is access to interstate and rail. And, there is competitive

pricing of the land in Pell City."

Hilson also added it is an advantage that Pell City can come up with facts and figures quickly to give a prospect. "Pell City has the documentation to back up their desirability."

Hilson adds to the pluses of Pell City the names of Ed Ash and elected officials such as Commission Chairman Bruce Etheredge and Pell City Mayor Harvey Watson. "Without questions, Ed Ash, who works in conjunction with the Pell City Industrial Development Board, helps pull all of it together for a prospect in Pell City."

When asked what else Pell City can do to lure industrial growth, Hilson answered, "Pell City has added to their ability to attract industries with option to purchase another 400 acres of industrial land...The only advice I could offer is that Pell City needs to continue to work closely with state and regional offices such as mine to promote their area. Officials with the Metropolitan Development Board and the Alabama Development Office need to hear about the things that Pell City has to offer."

Hilson was pleased to hear the plans to congratulate existing industries already at home in Pell City this week. "That sort of celebration is an integral part of industrial development."

The community might not be aware and should keep in mind, according to Hilson, the necessity of keeping a good education program at the top and of ensuring a quality life for Pell City residents.

Rumbarger echoed many of Hilson's comments when he was

contacted about Pell City's industrial future.

"There are few cities in the state that have an industrial park so well suited to expansion which offers the obviously desirable corridor between Birmingham and Atlanta," said Rumbarger.

And just how many industries are indeed looking to relocate that Pell City might be able to snatch?

Rumbarger said statistics show about 1,500 to 2,500 industries look to expand or relocate each year. "There are plenty of buffaloes out there. But combining a good location with other needed factors for the industry's future can be a problem."

In order to have a shot at the "buffalo" or expanding industry, Rumbarger said all cities, including Pell City, are going to have to market themselves better.

Simple marketing will evolve into a marketing skills analysis, said Rumbarger, which will match up the labor force's talent in a specific area with what a company needs to draw on.

"I'm really not sure I can give you any kind of a revelation as to what else Pell City can do to attract industrial growth. With the state tacking tort reform and providing a good business atmosphere, I think Pell City will certainly have a change for more growth," said Rumbarger.

And, it seems to Rumbarger through the industrial week being celebrated this week, that Pell City officials are already well aware that the basic core of new employment opportunities in any community centers around existing industries and their own expansion plans.

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Plunge reverberates in Alabama

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figure was "absolute fiction" and that the fund remains in excellent shape, with many bonds actually going up.

Bronner said that whatever happens, every employee in the state is assured of receiving full retirement

Co. withdrew an offer to buy Delchamps Inc., a Mobile-based food store chain with about 100 stores in Alabama, Florida and Louisiana.

At A&P headquarters in Montvale, N.J., a spokesman said

reference to the stock market drop — in explaining the withdrawal.

A&P's stock dropped \$10 to \$29.95 by the close Monday, but climbed \$2.50 Tuesday. Delchamps stock was down \$1.25 to \$19.50

Haynes recalls lear

BY KELLY BRYAN
News-Aegis Writer

The year was 1964. And, Dr. John Haynes was asked if he would be interested in serving on the Pell City Industrial Development Board (IDB).

He agreed.

But, 23 years later, Haynes readily admits, "The idea behind the board was to see if we could attract more industries to Pell City. At that time, Avondale Mills was the only viable industry here. But, as to what we thought we should do to attract the industries...I don't remember if we had any specific plans. We were all green as grass when it came to industrial development."

Today, the city's branch of appointed men devoted to securing a bright future for Pell City through industrial development is not "green." Haynes agrees, "We've learned a few things over the years."

The first lesson the group, which has does not include any of the original members named in 1963, was, according to Haynes, "You can't sit back and wait for things to happen. You must go out and pursue industrial development."

To initiate that, the IDB went to the city council in 1968 to ask for their financial help in purchasing a tract of land to be used as the city's first industrial park. Haynes said the purchase of 308 acres for \$96,000 was made in 1969 and with it was born the Pell City Industrial Park.

"Everybody told us that we were crazy to pay that for the land. But, during the next five to six years we sold enough property to pay the city back though the city did not charge any interest. We were also financially able to pave streets into the park and to service it with water and sewage," said Haynes.

It was at this time, Haynes and the other members of the IDB, felt they had gained credibility in the city. "We knew that the city was getting their money's worth if we had never repaid them simply with the increasing numbers of jobs available to Pell City residents and the increased amount of revenue being brought in. But the fact that we paid the city back in full helped."

The first industry to locate in the park was Birmingham Recon.

The credibility the group has gained by working with the city council for Pell City has not, however, enlightened the general public in Pell City, Haynes feels.

"I don't really think many people in Pell City understand how or why

company just travels till they see the Pell City exit off the interstate."

Today, the board concentrates not only in helping to locate new industries, said Haynes. The group is also very anxious to help existing industries grow and meet their needs. "We are just as excited when an existing industry comes to us with plans to enlarge their facility to take on another 30 to 40 new employees."

Haynes will admit the group has made an error or two, but he is quick to show pride in the group's accomplishment of making sure that locating companies comply with regulations in order to assure a desirable tenant for the industrial park. "We have attracted good industries who have continued to benefit this community. And, though not people know it, we have turned down some industries that were undesirable in our eyes due to pollutants and other things."

In order to keep up with the highly competitive arena of industrial development, the Pell City IDB has taken on marketing strategies this year. The group, according to Haynes, has advertised on a limited scale ("Because we have limited funds.") And, the group now has an eight-minute video on what Pell City has to offer that can be shipped out to an industrial prospect to lure him this way.

"That is really all you can do. You can't force someone to come to Pell City. But, it is a feather in our cap to look at our statistics which include going after and successfully getting one-half of the industries looking to relocate when they are considering another site close to St. Clair County," said Haynes.

"You're not going to win them all. And, it's true that when we lose out to another community, it makes us feel bad when all that might have happened is a guy on the street didn't smile at the industry's representative."

Haynes said the help from the city council has always been there for the IDB. "They realize that are interests are parallel. What is good for us is going to be good for them and Pell City. So, the council has been cooperative."

He also pinpointed the efforts of Ed Ash, who currently works with the board to encourage industrial prospects to travel to see what Pell City has to offer. "Ed has been a workhorse for industrial development in Pell City. He serves as a contact between us and the state and regional agencies also interested in industrial

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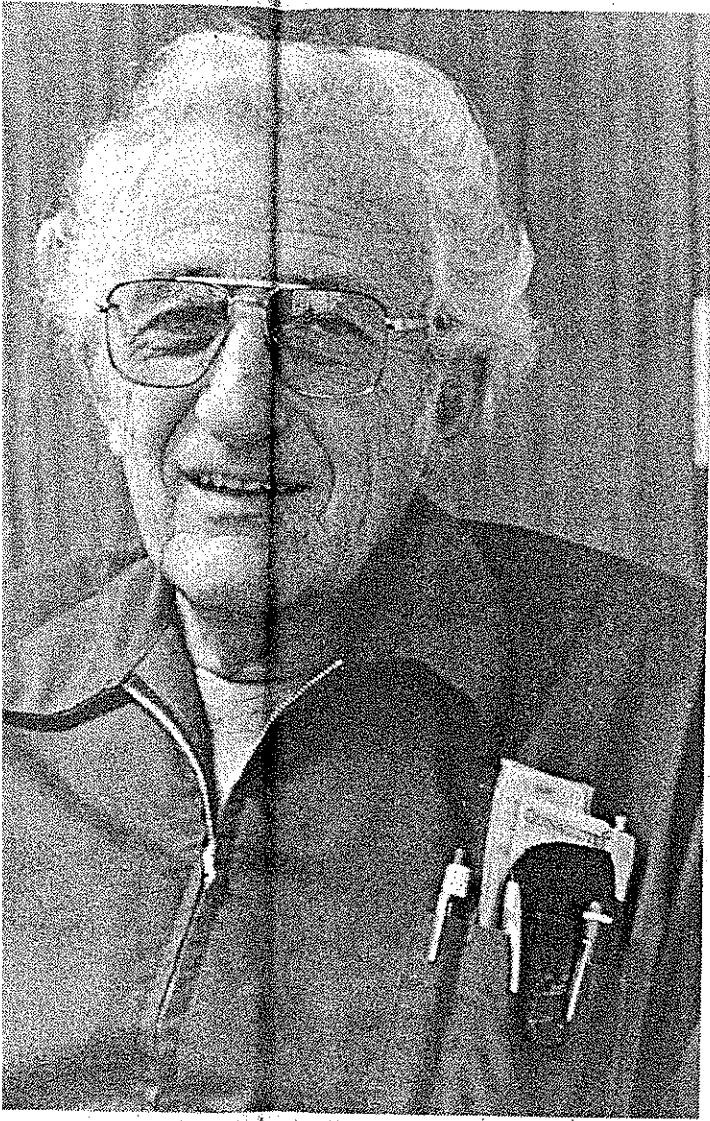
green years

Birmingham Area Chamber of Commerce are just some of the capable people who help us on to those who might be in Pell City."

said the IDB is especially working with an as-yet industry which has its intentions to locate to the St. Clair County in Pell City in the near the industry will spend

between \$6-8 million in capital investments here and will employ about 200 people.

But, that statistic does not overshadow the work that the IDB has already done in securing Medline years ago which was the group's biggest employer nabbed (Medline employs 203.); and Benjamin Moore Paint Co., which plucked out the largest capital investment so far in the city.



Dr. John Haynes

Two commissioners feel future "bright"

BY KELLY GREEN
News-Aegis Writer

"I feel real good about Pell City's industrial development and its future. Pell City has come a long way in the last few years and I am glad to see no one is sitting still resting on their laurels," said St. Clair County Commission Chairman Bruce Etheredge.

He continued, "I believe, Pell City employs as many people as the rest of the county combined. Pell City's industries have tremendous impact on the county and I think it will always play an important role on the industrial atmosphere the county presents."

Stan Batemon, county commissioner for most of the Pell City area, concurred with Etheredge's opinion and added that quality of life in Pell City is another important advantage for the community's continued growth.

Batemon explained that one of the most important factors influencing an industry's decision to locate in an area is quality of life. He said this includes factors such as the schools, hospital, recreational activities and church life, among others. "We have a lot to offer in this respect and we have been listed as one of the highest in the state in quality of life," Batemon said.

Etheredge said, "We need to take better advantage of the things we do have to offer here and make more of an effort to attract tourists and travelers on the interstate."

Another important selling point in attracting industry to a community, Etheredge said, involves the ease of transporting the product to various markets. He said Pell City is an ideal location in this respect, because of the railroads and the interstate. Batemon said this factor is getting better because the airport is increasing its runway and there will be another railroad spur on Hwy. 78. He also said the commission recently helped to extend a road into the industrial park and industries have already

located along the road. Commissioner Batemon also noted that Pell City has a good labor force. "Most people drive to Birmingham to work, so we have an available labor force that would probably like to stop making that drive and work in the area. And this labor force is fairly well trained already," Batemon said.

He also praised the Pell City Industrial Development Board for their efforts in bringing businesses to the town. Batemon said, "The IDB owns their own property and this has helped them remove several roadblocks. They are all very active and knowledgeable people."

He added, "The county commission wants to do whatever we can to encourage companies to locate in Pell City or anywhere else in the county. But in Pell City, we know the IDB is very capable of handling the job."

The commissioner also said Pell City's sewage system will be of benefit in drawing more industry to the community. Batemon explained the system is larger than what the town currently needs, but the larger capacity will allow more industries to locate here without the need for expanding the sewage system for several years.

Batemon said industry officials also look at the political climate of a community to determine whether the company will have problems expanding later. "But that is not a problem in Pell City, because everyone wants to do whatever they can to help new industries and the existing companies," Batemon said.

Chairman Etheredge also noted that he supports Gov. Hunt's policy of working with existing industries. "We don't want to minimize efforts to attract new industry, but expanding existing industries can often generate as many new jobs and prosperity for an area as a whole new industry," Etheredge said.

He added, "Pell City is a bright spot on our map and I think it is just going to get better."

A facing \$9 million in non-power budget cuts

LLC, Tenn. (AP) — "Cuts of this magnitude will see Valley Authority's have an effect on manpower and

were supposed to start this month deficit. and further cuts would come to

Avondale Mills, the town, has two cele

BY KELLY BRYAN
News-Aegis Writer

Avondale Mills can correctly be called the "Grandfather of Pell City Industries." Its origins trace back to the Pell City Manufacturing Company in April, 1902.

At the time of its design and opening, the Pell City industry was the largest and most complete cotton mill plant for the making of domestics in the South.

Today, Avondale Mills in Pell City is again a up-to-date plant since the 1981 conversion from a weaving operation to a spinner of quality sales yarn. In 1985, the company spent almost \$6 million to modernize the carding and winding departments.

Avondale Mills joins with other Pell City industries in celebrating this special industrial week. The company was named the first "Industry of the Year" four years ago.

But, this year's industrial celebration falls in line with another special week for Avondale Mills. They are marking "American Textile Week" also from Oct. 19-26.

This week has been designed to salute the more than two million textile and apparel workers across the country.

In recognition of Avondale Mill's special celebration, Pell City Mayor Harvey Watson has signed a proclamation declaring today, Oct. 22, as "Avondale Mills Day."

Watson's proclamation explains that since Avondale Mills has been "an important part of Pell City since the day it first came to this city...and since Avondale Mills has contributed so much to the citizens of Pell City...I do hereby proclaim Thursday, Oct. 22 as 'Avondale Mills Day.'"

Special plans this week, explained Personnel Manager Henry Grogan, will include refreshments for the Avondale Mills workers and drawings for gifts of American-made textile products. A tour for city officials and chamber of commerce members will be held today, also.

"Textile Week" came out of the Carolinas, but Avondale Mills is anxious to join in the celebration which has "Crafted with pride in the

U.S.A." as its theme this year.

The history of Avondale Mills includes an original board of directors made up of G.W. Pratt, C.E. Riley, A.J. Draper, J.D. Cloudman, E. Chapell, Sumpter Cogswell and E.R. Sears.

The original capital stock of the company was \$5 million. And, the original employment was between 500 and 600 people. The mill was to

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Organized labor

TERRE HAUTE, Ind. (AP) — Ed Asner, former two-term president of the Screen Actors Guild, said organized labor is rising in status "from the ashes of the Reagan administration."

Asner, television star of "I the Euge Saturday 1 Foundation

Grandfather in operations going

10 pounds or 52,000
denim per day with a
of 15,000 bales of cotton

building of Avondale
ty is the largest in the
mill contains 21,000
0 looms.

Avondale Mills, a
wned by the Comer
red the plant, and

continued in the tradition of its
predecessor of operating the plant
using the most modern equipment
and technology.

In 1986, Avondale Mills was sold
by the Comer family and the other
stockholders to Walton Monroe
Mills.

"The future is bright for Avondale
Mills. We are here to stay," added
Ronald Jackson, plant manager.



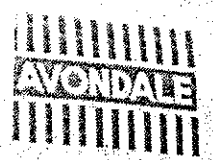
stacked up and some are already in place in the railroad spur
the desirability of the Comer Avenue Industrial Park in Pell
industries look for transportation options when deciding on a
This spur is being funded by a state grant.

rising in status

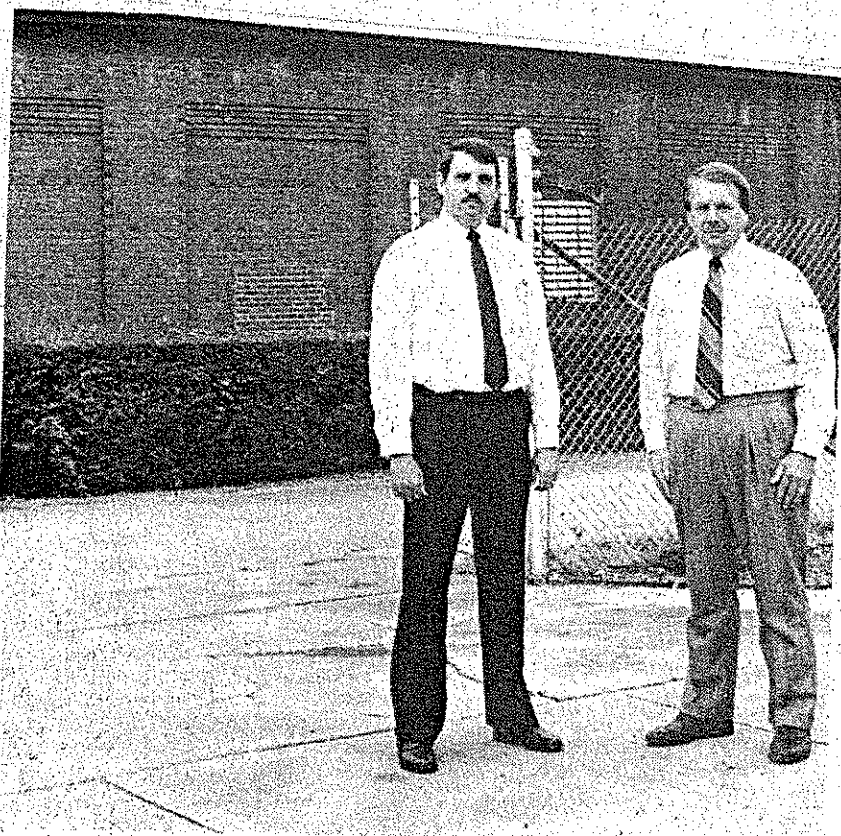
as best known as
Grant and now the
nx Zoo," received
Debs Award on
Eugene V. Debs
Haute. The an-

nual award was presented to him
for his public service work.

An outspoken critic of U.S.
foreign policy, Asner also appeared
at a news conference in In-
dianapolis



SALUTES AMERICAN TEXTILE WEEK



Avondale Mills notes very special week

Avondale Mills, the grandfather of all Pell City industries, is taking part in the special industrial week set aside this week. The company is also noting "National Textile Week" this week. And, in recognition of that and their vivid history Mayor Harvey Watson has declared today "Avondale Mills Day." Pictured from left are Henry Grogan, personnel manager; and Ronald Jackson, plant manager.

Classifieds get results!

Blue Giant was

BY TERI SIEGAL
News-Aegis Writer

Blue Giant Equipment Company is a Canadian-based corporation which manufactures materials-handling equipment for sale in 40 countries around the world. Born June 1, 1963, the company established a plant in Buffalo, N.Y., and one in Pell City in 1978. At that time, the Pell City operation produced only dock equipment for use in loading and unloading. Where it used to require several hands on both ends of the shipping line to transport materials, the Canadian company created a quick, easy and adjustable line of dock levelers.

President of the Pell City plant, Kurt K. Larsen, said he came to Pell City in 1978 with Blue Giant. In 1984, the Buffalo plant moved its manufacturing facilities to Pell City, and one year later Larsen said the Buffalo plant moved the rest of its sales and services operation here. The Pell City plant began production on all of the materials-handling equipment that Blue Giant produces. "Pell City is now Blue Giant, U.S.A.," Larsen said. "It is an Alabama corporation now."

On January 1, 1986, Blue Giant began manufacturing in Plymouth, U.K. Larsen said the Pell City company helped with starting the British plant and he personally assisted them in getting underway.

Blue Giant in Pell City employs approximately 75 from the local community. Aside from the plant here, the company has approximately 200 distributors across the country, Larsen said. Some of them sell all the product lines while others specialize in dock equipment or wheeled equipment. Blue Giant produces both mechanical and hydraulic dock levelers, several walkies, hydraulic stackers, lift tables and tow tractors. The backbone of the operation, however, is the hydraulic powered pallet truck. These are fork lifters used in all kinds of heavy lifting and moving.

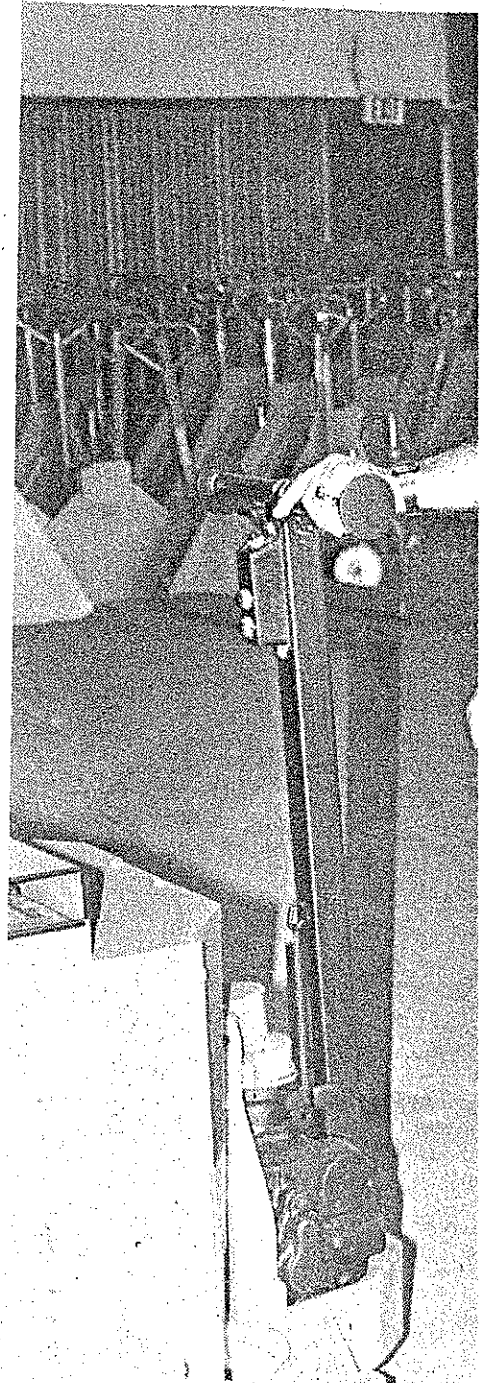
The company sells to all types of large industries and businesses. They have contracted with the U.S., Canadian and British governments for their products. "Handling equipment is in high demand," Larsen said. "Every industry requires tools to move things around."

Though the Pell City plant has developed one larger lift truck, most of the bigger equipment Blue Giant produces is done in its Canadian plant. Larsen said he tries to introduce new products into their production line periodically.

more at once than humans, and after one initial cost, the heavy tools are cost free.

George Osvath, purchasing manager for the Pell City company,

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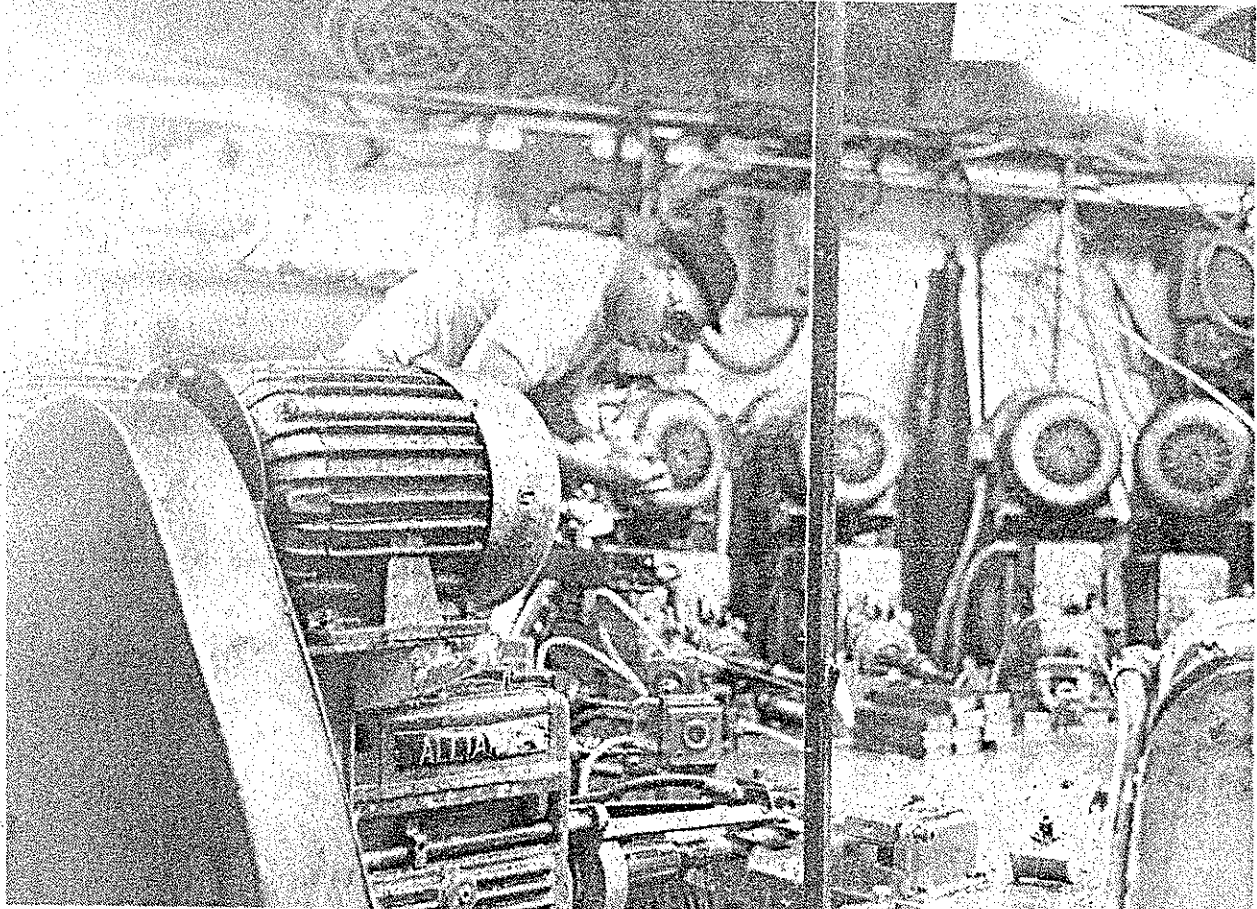
Larsen with el

Blue Giant Equipment President Kurt Lar newest innovations at the Pell City plant. Ar has not replaced its hydraulic counterpart, b tempt buyers who could lift as much as 4,000 Pallet jacks are one of many handling to company's Pell City location. (News-Aegis ph

MEDLINE IND

rst international to locate

are currently three
rs working on bid
or expanding the Blue
Osvath said he has been
Giant page 8C)



Preparing the components

The hydraulic pump is the heartbeat of Blue Giant Equipment. The Pell City company, based in Canada, specializes in materials handling equipment. Hydraulics is a major power source for many of the products the plant produces. This machine serves 31 functions in preparing the pump for assembly in

various machines. It is capable of working on 27 of the pumps simultaneously, and requires one man to operate it. There are three of these going at once at Blue Giant's Pell City plant. (News-Aegis photo by Teri Siegal)

Forest products industry doing well

CHICAGO (AP) — A weaker U.S. dollar and internal cost-cutting have contributed to strong earnings growth in the wood and paper products industry since 1988, an analyst said this week.

Analyst Robert Schneider of Duff & Phelps Inc., a Chicago-based investment research and financial consulting firm, said the growth likely will last well into 1988.

"Earnings were up for the forest-products industry as the dollar weakened in 1986, and further gains have occurred in the first three quarters of 1987," Schneider

said.

"On average, forest-products industry companies should see a 30

(percent) to 40 percent earnings increase this year over last year, and approximately 20 percent in 1988."

ic lift

edly displays one of the ally powered pallet lift automatic controls might at the push of a button. luced at the Canadian ri Siegal)

**A SALUTE TO
ALL PELL CITY
INDUSTRIES
FROM
PELL CITY REXALL DRUGS**

TRIES

Verdyol

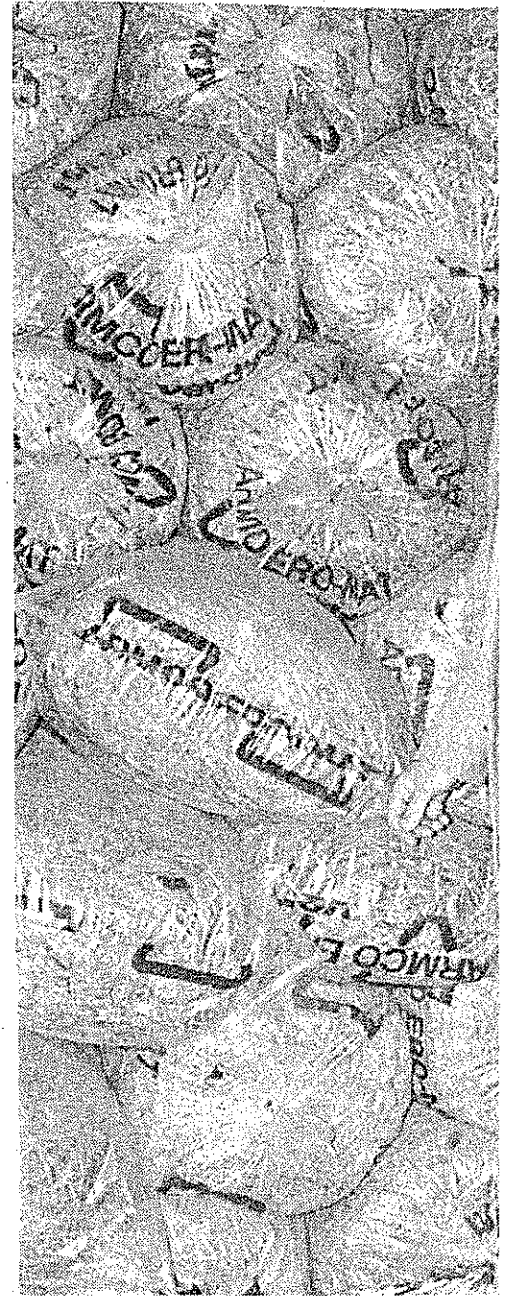
(Continued from page 7C)

highway access," Sims said. "That is how Pell City came to be chosen." He said this is a good location for the plant. "Transportation from this location is ideal, and the labor force is good too," Sims said.

Straw erosion matting and a hydro mulch are the two products currently being manufactured at the Pell City site. Wheat straw is the major ingredient for Verdyol products, and Sims said the plant gets its supply from farmers in the Talladega county area. The straw is shipped to the Pell City plant in bales, then is broken up to make the matting and mulch. Most of what the plant produces is sold to landscape contractors. Sims said one example of use of the company's products comes from the highway department for reclamation work following highway construction like that underway on Interstate 20. "Following work on the roadways, re-planting the grass is required," Sims said.

Hydro mulch is a mixture of water, seeds, cotton fibers, fertilizer and mulch, and features a nutrient made from seaweed and shipped from the base company in Switzerland. The mixture is bagged in 50-pound units to be spread for the planting and re-claiming of grass. Sims said the mulch holds the soil and seeds in place so the grass will take root, and the seaweed nutrient acts as a fertilizer, soil stabilizer and plant stimulant. A straw erosion mat, held together by biodegradable netting, is placed over the seeded and prepared area to hold everything in place while it settles and takes root. The netting disintegrates within 12 months on the ground, once the grass is established. Establishing vegetation is a delicate process that requires care and precaution. Verdyol supplies the tools for doing so effectively.

The machine that produces the straw erosion matting is the only one of its design, Sims said. It was built in England by Verdyol specifically for sewing together the soil erosion matting. Fifty-six needles work at once to stitch the matting together. Sims said the machine requires someone to operate it at all times, to spread the straw evenly over the netting. Another matting machine is under construction for the Pell City plant, and Sims said they will try to make the second one that does not require someone to operate it at all times.



Verdyol's Simms

John O. Sims stands before packaged mat erosion. Wheat straw is the major ingredient together with biodegradable fibers that disintegrate and put on the ground. This is only one of the Swiss products made at the Pell City plant which began operation in 1985. Verdyol is a subsidiary company from Vollrath Refrigeration which manufactures refrigeration equipment. (News-Aegis photo by Teri Siegal)

**BAMA PL
WOULD LI
EXPRESS
GRATITUDE**

Nolin is IIA chairman

BY KELLY BRYAN
News-Aegis Writer

Richard Nolin, general manager of Sandy Hill South, has taken on the duties of chairman of the Industrial Improvement Association.

The association is a link between the existing Pell City industries and the Pell City Chamber of Commerce and Pell City Council.

"This group meets every second Thursday for an informal lunch," said Nolin, who added that the group, which sometimes means only two or three showing up but has also attracted 20 or more to meetings, is not concerned so much about getting a representative of a company's management as it is about getting a representative of each industry in Pell City involved.

Through communication with all

industries, all can be strengthened, said Nolin. "For example, last year some of the industries were having problems with vandalism; our group asked Mayor Harvey Watson and the Pell City Police Department to be on hand, and the city officials immediately reacted. Very often, it is true that if there is a group of people expressing concern about a problem it will get more attention than in a single person is trying to deal with it," said Nolin.

Plans the group has worked toward also include a sign mapping out where the industries are located in the industrial park and the blacktopping at the entrance of the park. "We are currently working with the post office to get the streets inside the industrial park named so that vendors and salespeople will have an easier time locating people," added Nolin.

Industrial growth for Pell City is a desire that Nolin has, but that is not overshadowed by his recognition Pell City needs more retail services. "Pell City has done a good job in attracting industries. And, one of the bonuses is the variety of industries who employ smaller numbers of people. The nice thing about this is that if the company folds, it isn't the end of the community," said Nolin.

"What Pell City now needs to concentrate on is getting a shopping center and working on growth in the tourism industry. A lot of potential here has not been tapped."

Nolin has been active in Pell City since he arrived on the scene with Sandy Hill South's opening in 1983. He has 36 years of experience at Sandy Hill. Nolin started out as a machinist for the Hudson Falls, N.Y. company. In 1968, Nolin was named a supervisor of 70 people working three shifts in the company handling repair business.

"The transition from machinist to manager was a difficult one," said Nolin, "because it is hard to go from

being a 'doer' to being a 'delegater.'"

But, Nolin's educational background at New York State and participation in a variety of management courses helped him through the transition.

Nolin and his wife, Marcia, who works part time at SouthTrust Bank, have five children. Business is a dominant factor of their children's lives also. Mark Nolin works at Sandy Hill in Hudson Falls. Matt and Paul Nolin both work at Sandy Hill South. Beth Ann Nolin is studying business at college; and Lisa, already a college graduate, sells real estate.



Richard Nolin

Giant

(Continued from page 6C)

with Blue Giant for 16 years. "This is phase one of the construction planned for the plant here," he said. Osvath said that one Pell City construction company and two Birmingham firms are going to submit bids for the 120-foot expansion project. Phase two will cover 300 more feet of area to be enclosed for factory use. "Production space here is being used up as fast as it is built," Osvath said. "This past year has been a very strong one for us."

Larsen said the company owns 11.3 acres of land in industrial park, and they are using only half of that space for current production. He said a dock will be added on to the plant in the next couple of months, and expanding the shop itself is still in the planning stages.

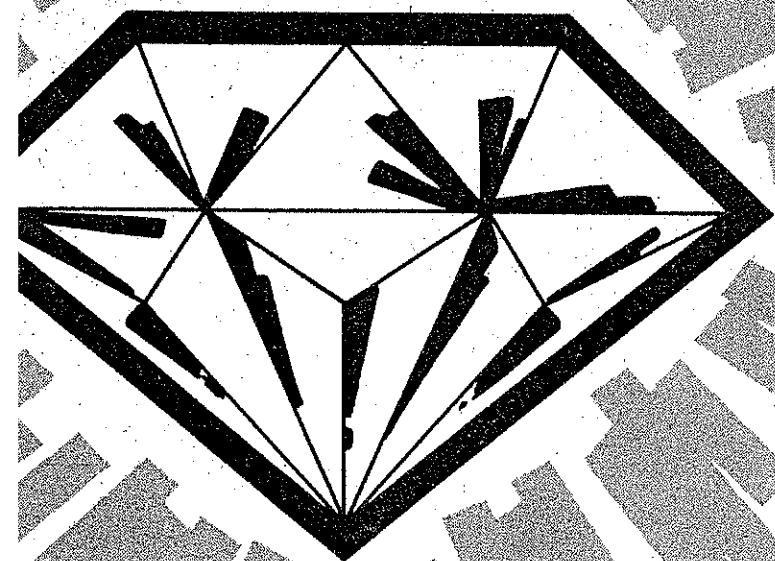
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netting. Another matting machine is under construction for the Pell City plant, and Sims said they will try to make the second one that does not require someone to operate it at all times.

In cooperation with Bama Plastics, another Pell City industry, Verdyol is going into the production of yet another item. An underwater irrigation system is in the works at Verdyol. Sims said Bama is producing the plastic extrusions for the system that will be installed underground and will water grass and plants at their roots. This is a totally new product for the company, and Sims said he feels there is a demand in the market for it.

Verdyol is not yet in full production, Sims said. The second matting machine should be installed by the beginning of 1988. Verdyol also packages small quantities of the seaweed nutrient for use in home gardening.

**EXPRESS OUR
GRATITUDE TO ALL
OF OUR EMPLOYEES
FOR MAKING OUR
COMPANY A SUCCESS!**

**A SPECIAL SALUTE
TO YOU!**

A CONTEL SALUTE

to some of its best customers:

**Those industries which
make Pell City
Greater and Bigger
Every Year!**

...And a special tip of the hat

to

**SANDY HILL SOUTH,
1987 Business/Industry of the Year**

...From the 1985 Winner

**FOR
MANUFACTURING
WELDING
TO THIS
EMPLOY**

Canadian Firm Establishes *Blue Giant Equipment Company* *Makes Announcement Wednesday*

A new industry for Pell City and the filling of a vacancy in the city's original Industrial Park was assured with the announcement Wednesday that Blue Giant Equipment Company of Brampton, Ontario, Canada is establishing a manufacturing plant here.

Blue Giant, manufacturers of an extensive line of materials-handling equipment, will locate in the building formerly occupied by the Warren-Pillard Company.

Official announcement was made yesterday in Governor George Wallace's office in Montgomery by Blue Giant's president, Kirt K. Larsen, and other company executives.

The Governor greeted the Canadians warmly and assured them they would find others in Alabama "who speak English just like you do." He was referring to executives of other Canadian-owned plants such as Moore Business Forms and MacMillan Bloedell's Forest Products Operation.

This brought forth an explanation by Larsen that he and Blue

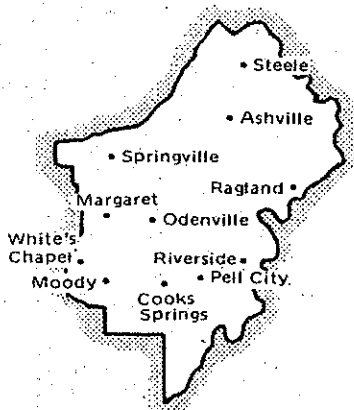
Giant's vice president, Arne Pedersen are both Danish born and that their secretary-treasurer, Kjell "Ken" Harstad is a native of Norway.

Larsen said local financing in the form of Industrial Revenue Bonds and a line of credit from a Birmingham bank will launch Blue Giant in Alabama. Plans call for acquiring an existing 30,000 sq. ft. building on an eleven and one-half acre tract in the Industrial Park.

When machinery is installed, the firm will start in August producing its "dock leveler," first of the products line to be manufactured in Alabama. At that time, Blue Giant will have about 12 local employees, most of them pre-trained by the Alabama Industrial Development (AID) training program.

"Well within a year," Larsen added, "we expect to have 20 workers on this project and will be ready to introduce new products to our Alabama assembly lines."

Continued on Page 2

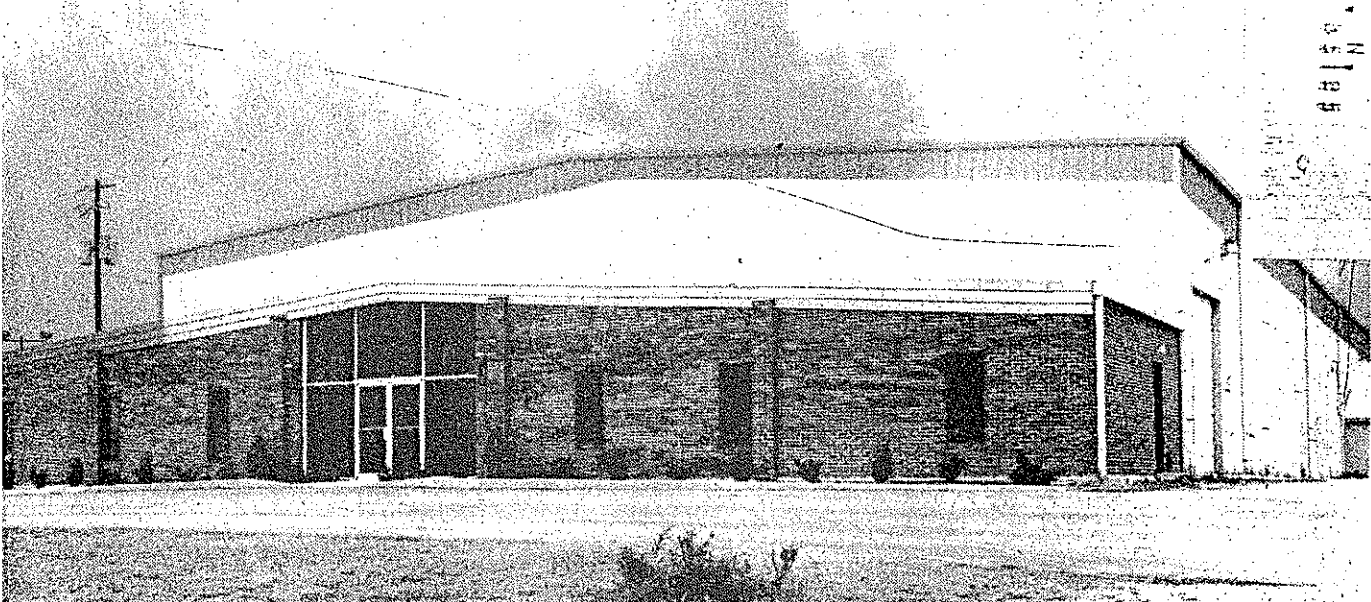


ST. CLAIR

A Newspaper Dedicated

MISS BETTIE SCOTT
1905 1ST. AVE., N. 118
FREE CITY, AL., 36118

lishes Plant Here



**BLUE GIANT EQUIPMENT COMPANY WILL BEGIN PRODUCTION IN AUGUST
...In This Building, Formerly Occupied By Warren-Pillard**

Photo By Donna Rosendahl

OBSERVER

Community Service

*St. Clair
County's Only
Home-Owned
Newspaper*

Contents Copyrighted 1975 by
St. Clair Publishing Co., Inc.

APRIL 13, 1978

ONE SECTION-EIGHTEEN PAGES

Canadian Machinery fir

By JOEY KENNEDY
and
WAYNE KING

St. Clair County has experienced a heavy influx of people in recent years but Kirt K. Larsen of Brampton, Ontario, Canada is different. He's bringing his company with him.

Blue Giant Equipment Company—and Larsen and his family—are moving to Pell City. Larsen, president of the company, and Gov. George C. Wallace, announced Wednesday afternoon in Montgomery that Blue Giant was coming to Alabama. However, the NEWS-AEGIS learned in a telephone interview Tuesday evening that Larsen and his family would also move to Pell City. Larsen was in Montgomery for the Wednesday announcement.

Blue Giant manufactures an extensive line of machines which handle

equipment and will establish a plant in Pell City in the old Warren-Pillard Building located in the Pell City Industrial Park.

The Pell City Blue Giant plant will serve the growing Sun Belt market.

Larsen said that local financing in the form of Industrial Revenue Bonds and a line of credit from a Birmingham bank will launch Blue Giant in Alabama.

The Warren-Pillard Building has 30,000 square feet of space on an 11.5 acre tract.

"I looked the territory over well," Larsen told the NEWS-AEGIS in an interview.

Larsen said Pell City was one of two sites in Alabama being considered and that Alabama was one of ten states looked at for Blue Giant.

"We narrowed it down to Alabama and Tennessee and went back to add up

the figures. Alabama came out ahead," Larsen said.

When machinery is installed, the firm will start in August producing its "dock leveler," first of the products line to be manufactured in Alabama. At that time, Blue Giant will have about 12 local employes, most of them pre-trained by the Alabama Industrial Development training program.

"Well within a year," Larsen said, "we expect to have 20 workers on this project and will be ready to introduce new products to our Alabama assembly lines."

The company expects to manufacture 1,000 of its dock levelers, a popular item that spans the differences in heights between loading docks and truck beds, within the first year.

Larsen said he selected Pell City because he and his colleagues were

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Industrial Developer
representing the Pell City
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Also attending the
were Ken Findley and B
of the Metropolitan Devel
of Birmingham.

"I can only echo what m
said," Arne Pederson, Bl
president said at the cere
capitol. "People have be
helpful.

"I'm the one who'll
Canada. Later I may be a
home in Pell City."

Mayor Williamson welc
industry and expr
appreciation to the
Development Office and
efforts in helping to sec
industry.

"We are very pleased
fine company and we think
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Councilman Turner.

State Senator John Tea
out that "There's probal
munity in the state that's
like Pell City."

St. Clair News Aegis April 13, 1978

moving to Pell City

by the people and attitudes of Pell City, the healthy business community of Alabama, the Birmingham steel and access to the interstate highway system via I-20.

Shell, these put Pell City on the map. As told the NEWS-AEGIS, we are an international community being close to the interstate highway.

There is very little doubt that we will be successful in Pell City.

Not a new company and we are making a new product," he said.

and his associates—vice president Arne Pedersen and treasurer Kjell "Ken" Johnson organized Blue Giant in 1963. Limited production in the suburb of Brampton. In 1970,

they opened their large plant in Buffalo, N.Y., mainly to serve the U.S. market. Blue Giant had also established sales agencies throughout much of the world.

Since 1970, Blue Giant has granted licenses for manufacturing its patented machines in Japan, Australia, France, South Africa and Mexico and has set up its own factory in the United Kingdom. Distribution is made to 40 countries.

"We are now where the greatest industrial and commercial action is taking place, the fast growing Sun Belt," Larsen said. "The south and southwest seem certain to lead the U.S. in population, production and financial growth well into the next century. We're not here just by flipping a coin."

Blue Giant is one of the many Canadian firms courted by the Alabama Industrial Developers. Within

the past year, the Alabama Development Office twice called on Blue Giant at its home office in Brampton. The Blue Giant project was assigned to ADO's Ron Drinkard.

Larsen will move to Pell City with his wife, Joy, and 15-year-old daughter, Karen. He also has an 18-year-old daughter, Fiona, in the Caribbean, and a 16-year-old son, Colin, in France.

Representing Pell City at the announcement in the governor's office Wednesday were Mayor Hugh Williamson, Barnett Lawley, chairman of the Industrial Development Board, bankers Harold King and Reid Alexander, Alderman Paul Turner, city attorney Bill Church, Jordon Brooks of First Birmingham Securities Investment, bankers for the Blue Giant project, and Ed Ash, chairman of the

(See Machinery page 2A)

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Industrial Boom Behind

By MARK BOLTON

PELL CITY — If you ask, "What's been happening around Pell City the last few years?", chances are you would hear the latest on the Civic Center, new parks that are planned, and restoration of the downtown area.

What you don't hear is what makes it all possible: The industrial boom of the last five years in Pell City.

When residents discuss industry, one name pops up over and over again — that of realtor Ed Ash.

But Ash is the first, and maybe the only, to admit he is not a one-man band. "No one person or factor is going to draw an industry to Pell City. Most of the industries looked at eight or 10 cities in Alabama before coming here," Ash said. "Take the Blue Giant Company for example, several factors got them here. The lake, the liveability of the city, and they were impressed with the Civic Center in Birmingham."

Ash continued, "The president of the company had been involved with hockey in Ontario and helped build an arena there. A friend, John Bassett, told him what a great place Alabama was to live in."

Ten years ago there were three industries in Pell City. Now there are 17. Within a few months a new plant opening in the industrial park will employ 100 people, and more industries currently are looking at the Pell City area, according to Ash.

The population of Pell City is ex-

pected to double within the next 10 years. If it does it will be one of the most phenomenal growth rates of any city in America, Ash said.

"Pell City is not your average rural town. People live on the lake from all 50 states and some foreign countries. People have gone out of their way to make them feel welcome. They have invited them out to dinner and into their homes," Ash said.

Prairie Tank and Construction Co. opened last year with an investment of a half-million dollars in a building that employs eight persons. The company moved from Pennfield, Ill., and hires mostly Pell Citians, according to Plant Manager John Fisher.

He cited the closeness of Interstate 20 and railroads as being of great importance to his company. "Every economic survey indicated business was good here. We require a lot of steel and wanted to be near Birmingham. But we didn't actually want to be in Birmingham because we wanted a small town atmosphere," Fisher said.

Ash courts industry strictly at his own expense, but says it pays off in the form of an established and still growing real estate and insurance business.

"When I came to Pell City I quickly found out I was going to have to do something or starve," Ash recalled, laughing. "The average age was probably 55. The high school counselors gave me the percentage of

young people coming back. Industry took a stake in it. I grew. I've got 12 including 12 years ago with Blue Giant. I recently he ceremony at Teague, Stat various local

Company p who relocate people's attit Alabama De instrumental

The ADO op of interest to They provide potential emp instructors w plant. Compai reimbursed fo employees fo programs. Th units equipped and lat he te

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Pell City Growth

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several programs ries in Alabama. uctors to train or to reimburse e from the home ervisors also are e spent training he-job training provides mobile aching drill press s.

is an expensive ng affair. Ash with one company g at the area for ear. Company travel incognito, ms.

t a company is coming here we



Marjorie Dafforin of Ragland operates a coin-separating machine at

Brandt Manufacturing Co. in the Pell City Industrial Park.

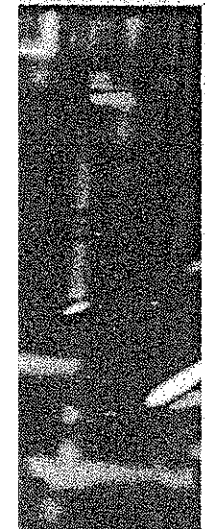
have an informal cookout for them," Ash said, adding, "I appoint someone to buy the steaks, get a maid and all the other things. We have a variety of people at the cookout who can answer any questions they may have. We have doctors, bankers, realtors, representatives from the school, just

anyone they need to talk with."

Pell City's informal way of accomplishing things apparently has been contagious to at least one company, the transplanted Canadians of Blue Giant. The following quote is from their welcoming brochure:

"Blue Giant extends a hearty

welcome to you to visit our newest manufacturing facility in Pell City, Alabama. When you do, our lovely receptionist will greet you with traditional Southern hospitality and offer you a cotton boll for your lapel as a memento of Alabama, the Cotton State."



new parks that are planned, restoration of the downtown area. What you don't hear is what makes it possible: The industrial boom of the few years in Pell City. Residents discuss industry, one pops up over and over again — realtor Ed Ash.

Ash is the first, and maybe the last, to admit he is not a one-man show. "No one person or factor is going to bring an industry to Pell City. Most industries looked at eight or 10 years ago in Alabama before coming here," he said. "Take the Blue Giant Paper Co. for example, several factors were instrumental here. The lake, the liveability of the city, and they were impressed with the Civic Center in Birmingham," he continued. "The president of the company had been involved with the company in Ontario and helped build an office there. A friend, John Bassett, told him what a great place Alabama was to live in."

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12 including myself — and I started 12 years ago with a one-man operation."

Blue Giant Equipment Corp. recently held a ribbon cutting ceremony attended by State Sen. John Teague, State Rep. A.J. Blake and various local leaders.

Company president Kirk T. Larson, who relocated from Canada, said people's attitudes and programs of the Alabama Development Office were instrumental in their locating here.

The ADO operates several programs of interest to industries in Alabama. They provide instructors to train potential employees, or to reimburse instructors who come from the home plant. Company supervisors also are reimbursed for time spent training employees for on-the-job training programs. The state provides mobile units equipped for teaching drill press and lathe techniques.

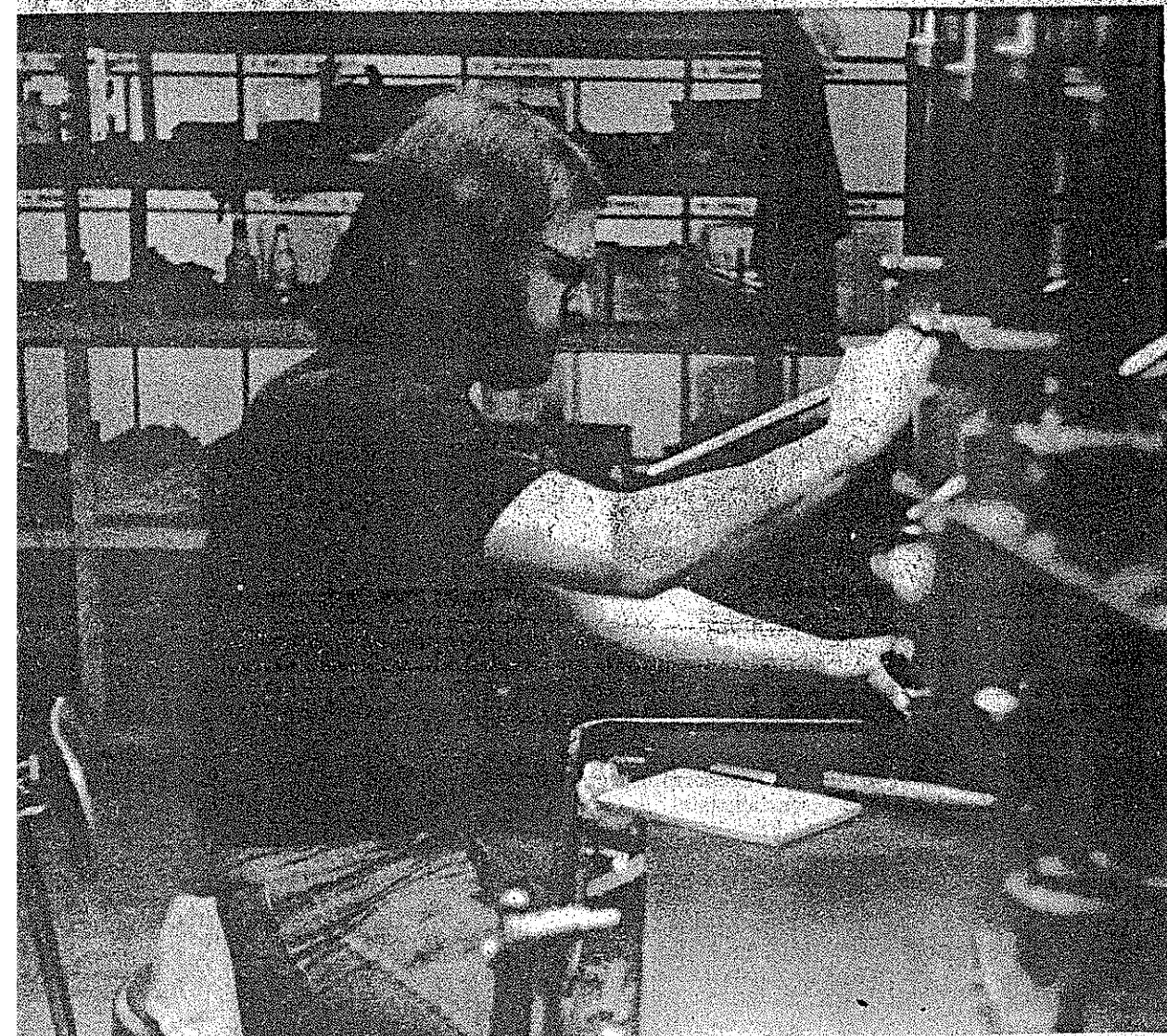
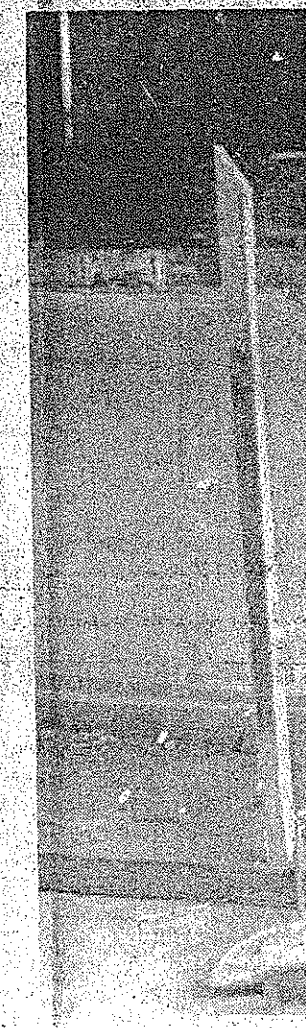
Courting industry is an expensive and time-consuming affair. Ash currently is working with one company that has been looking at the area for more than a year. Company representatives often travel incognito, adding to the problems.

"Once we find out a company is seriously thinking of coming here we



Marjorie Dafforin of Pell City operates a coin-separating machine.

we have an informal cookout," Ash said, adding, "I appoint someone to buy the steaks, get a meal, and the other things. We have a lot of people at the cookout who are not Pell City people. They are doctors, bankers, and representatives from the s-

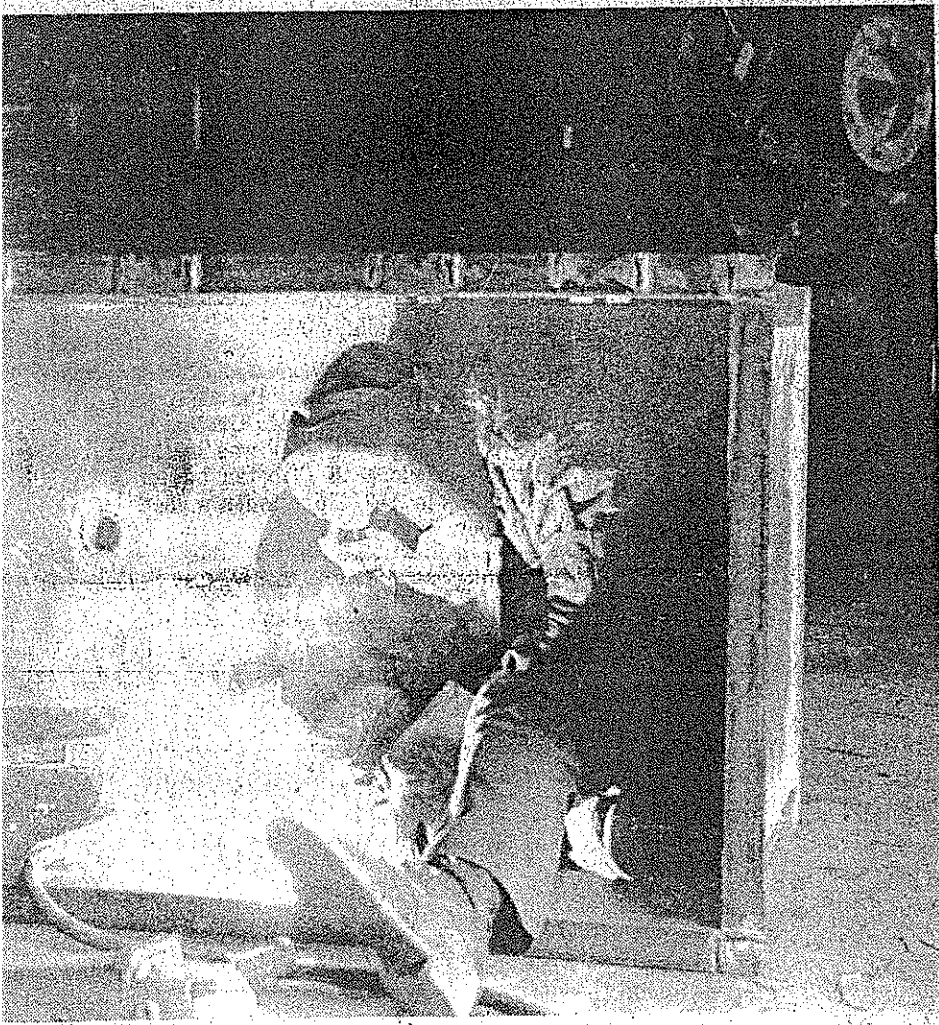




and
le at
Brandt Manufacturing Co. in the Pell City Industrial Park.

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anyone they need to talk with."
Pell City's informal way of accomplishing things apparently has been contagious to at least one company, the transplanted Canadians of Blue Giant. The following quote is from their welcoming brochure:
"Blue Giant extends a hearty

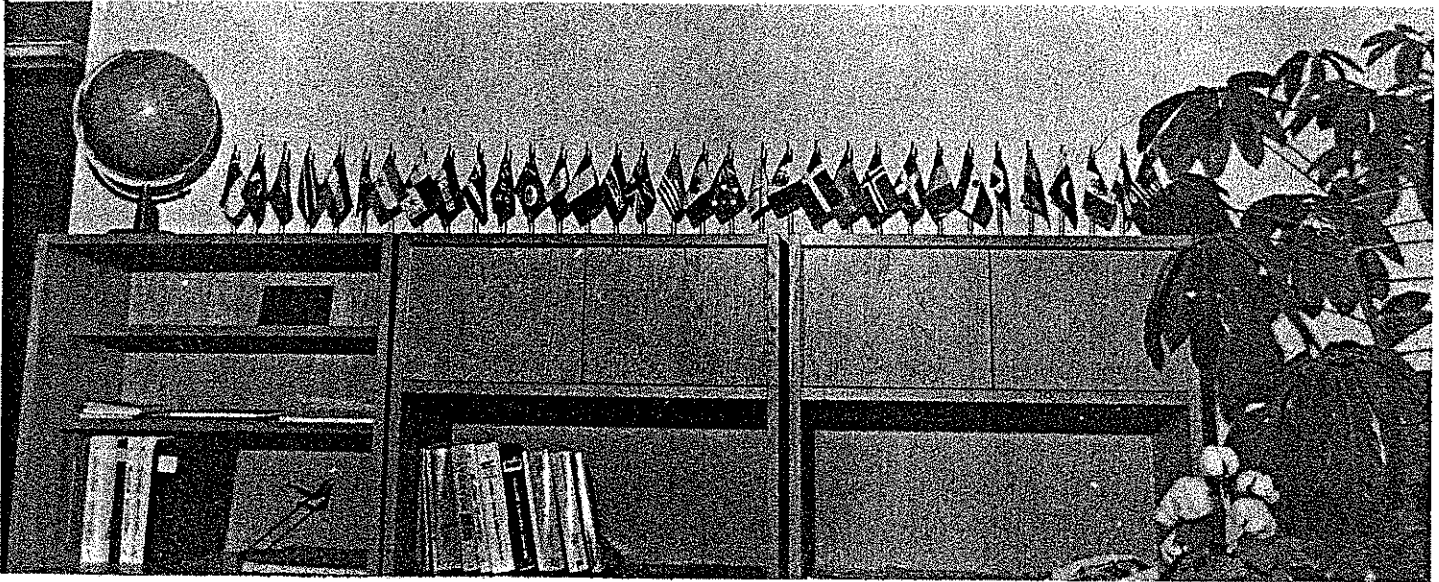
welcome to you to visit our newest manufacturing facility in Pell City, Alabama. When you do, our lovely receptionist will greet you with traditional Southern hospitality and offer you a cotton boll for your lapel as a memento of Alabama, the Cotton State."



holds on a piece of air pollution control equipment at Pell City Fabricating Co.

BLUE GIANT EQUIP

SERVES EVERY CONTINENT BUT ONE - ANTARCTICA



This is the thirty-fifth in a series of articles featuring Alabama manufacturers who do a substantial volume of business in other countries.)

Pell City's Blue Giant Equipment Corporation sells materials handling equipment such as stackers, hydraulic lift tables and dock levelers in forty countries of the world. Today, Blue Giant's network of wholly-or-jointly-owned manufacturing facilities, sub-assembly plants, licensees, agents and dealers girdles the globe.

Blue Giant was established first in 1963 at Brampton, Ontario. They now maintain a manufacturing plant there, another at Buffalo, New York; a distribution warehouse at Sparks, Nevada and new corporate headquarters at Pell City, Alabama, where all U. S. accounting is done.

Manufacturing at Pell City started in June of 1978 in a 30,000 sq. ft. building on 11.3 acres of land, affording space for expected expansions. First of these was a 4,000 sq. ft. building specialized for spray painting and large enough to serve the additional manufacturing developments planned for the early future. Cater Act Industrial Development Revenue Bond financing is being used and is planned for other expansions.

Pell City was selected as a new manufacturing site, according to Kurt K. Larsen, President, because "It is in the heart of the Sunbelt, where the greatest industrial and commercial action is taking place and which seems certain to lead the U. S. in population, production and financial growth well into the next century.

"It is on the doorstep of a limitless supply of the nation's finest steel, surrounded by an abundant and eager labor pool. It is within 600-odd miles of Chicago, Cleveland, Detroit, Pittsburgh, Cincinnati and other major cities in the eastern half of the United States where heavy industry is concentrated. Comparably

Flags of the nations in which Blue Giant does business.

close are leading ports, also heavy users of materials handling equipment, such as New Orleans, Houston, Baton Rouge, Norfolk, Tampa, Mobile, Beaumont and Port Arthur."

Alabama-made steel and hardware come from nearby sources. Exports already are going through the Port of Mobile.

The first item getting into large scale production at Pell City was one of the dock levelers. The dock leveler is an adjustable ramp useful at every truck loading location. It bridges the gap between dock and truck and compensates for variances in truck bed heights.

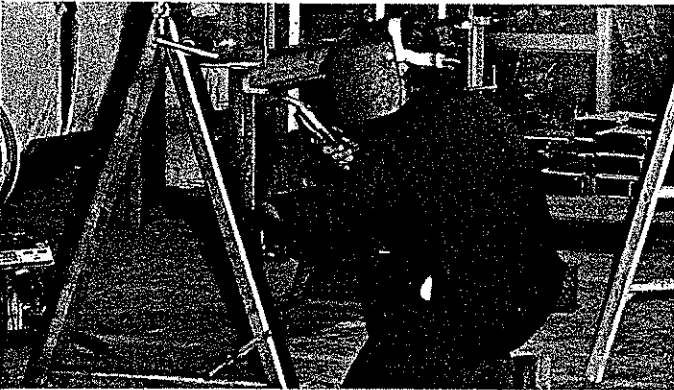


Cutting ribbon to open the new Pell City world headquarters plant is Senator John A. Teague, backed up by part-owner Arne Pedersen and faced by President Kurt Larsen and, at extreme right, General Manager-Plant Operations Arthur S. Ellis.

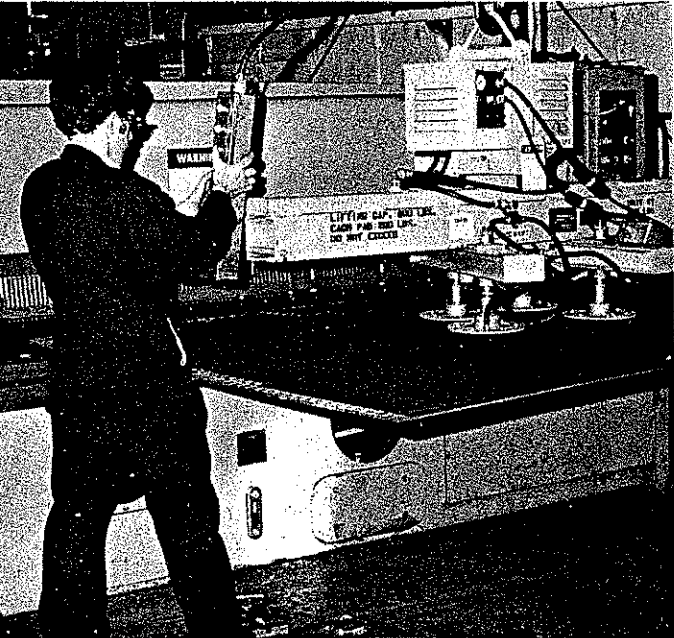
MENT CORPORATION



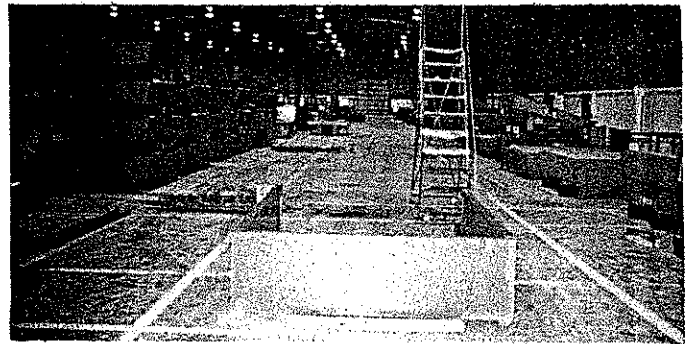
The Pell City headquarters plant. Cars in the parking lot mean new jobs--some of them several jobs of carpoolers.



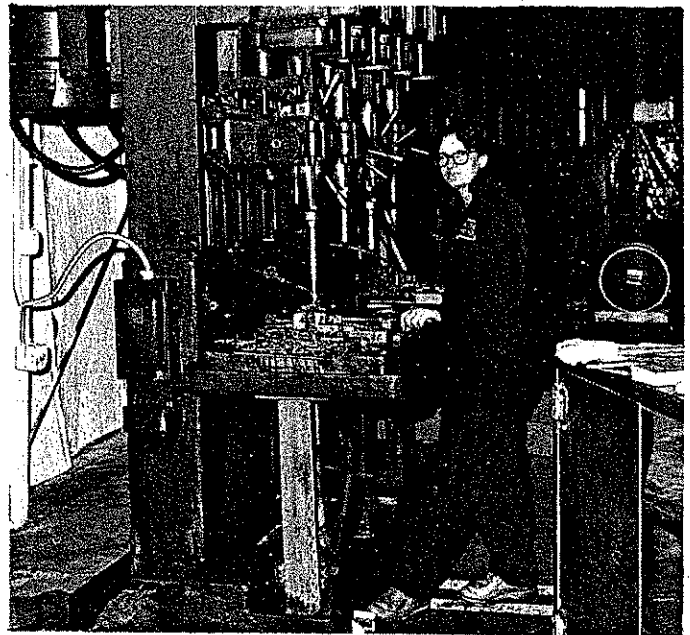
Welding frames in a jig fixture.



Heavy sheets of steel are handled with the greatest of ease by the vacuum lifting device.



The first item getting into large scale production at Pell City was one of the Dock Levelers.



Dorothy dribling parts in a multi-spindle drill press.



Loading the first Alabama-made Dock Leveler for delivery to its buyer in Sylacauga.

For Further Information, Contact:

Kurt K. Larsen, President
Blue Giant Equipment Corporation
1 Industrial Park Drive
Pell City, AL 35125
Telephone: (205) 884-1500

or

Alabama Development Office
State Capitol
Montgomery, AL 36130
Telephone: (205) 832-6438

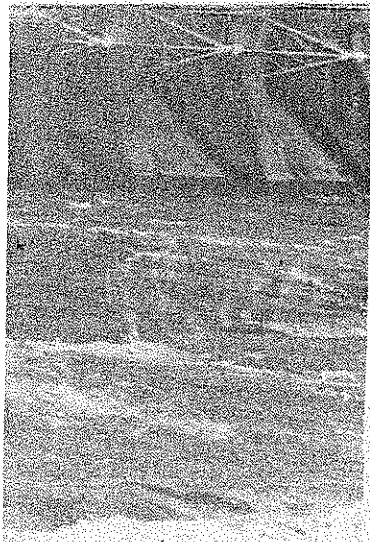


Photo by Susie Thompson

ons to the area. In addition to
 causes its attention on civic in-

to providing recycling and self-esteem.

In addition, Alabama Power employees are the highest givers to United Way in St. Clair County, Bowers said, adding that the donations are voluntary and not demanded by the company.

"You can go back as far as you want to and find Alabama Power in the middle of the civic and charitable activities in Pell City," said Buddy Eiland, a communications officer for the company.

"We're not here just to take from the community — we're here to develop the community also," Eiland said.

And Alabama Power is responsible for what has been perhaps the greatest social and economic boon to Pell City in its history: Logan Martin Lake.

ed as a one stop shopping trip for Alabama." And who's shopping? Industries considering locating in the state.

"The Resource Center is a help to our own Industrial Development Board," Bowers said. "We can fly somebody in from anywhere, sit them down in front of a computer and take them on a tour of Alabama," Eiland added.

Eiland also said that Alabama Power played a big part in Continental Telephone's decision to locate its regional headquarters here.

Alabama Power's economic impact on St. Clair County is: not only does the company employ about 60 people here, but it also pays about a million dollars a year in tax to local governments.

Small Business

Gossett Hardware: old fashioned service

By SUSIE THOMPSON
 News-Aegls Editor

PELL CITY—Old fashioned service is still in style at Gossett Hardware, located downtown on Cogswell Avenue.

"You can't walk in just anywhere and get the exact number of screws you need," said owner Julian Gossett. "We don't force you to buy a box — if you need one faucet washer for 11 cents, that's what you get."

Giving customers personal service and not making them buy packages of small items has kept customers loyal to Gossett Hardware for years.

"Downtown traffic is not as good as it used to be, but on an average day, I get about 50 to 75 customers," Gossett said. "We still give personalized service — we wait on them instead of them waiting on themselves," he explained. "We take the time to help the customer with the problem."

That's one of the reasons Gossett

items — like discount stores and building materials suppliers. Those stores offer a larger range of products, but less service.

"We're not the 'fast food' hardware store — that's why people come here," the owner said.

In addition to personal service, Gossett offers personality. A lifelong Pell City resident and member of Our Lady of the Lake Catholic Church, Gossett knows just about everybody there is to know.

Plus, he's active in community-minded organizations and projects. For example, he's a member of the Lions Club, Greater Pell City Chamber of Commerce Board of Directors, the Band Boosters, Athletic Boosters and Community Education Advisory Board.

While the store had been around for 20 years, Julian Gossett has been owner only since August 1989, when he bought the business from his brother Bill.

Gossett's wife, Debbie, is co-owner and helps manage the store



Photo by Susie Thompson

be the most attractive buildings on
 and customer service, checking on



Photo by Susie Thompson

TIN DAM—Logan Martin Dam may have had the greatest impact on St. Clair County in the last century. The dam, which was completed in the 1960s, makes Logan Martin Lake. It is one of Alabama Power Co.'s many economic contributions to the area. In addition to economic development, the company focuses its attention on civic involvement.

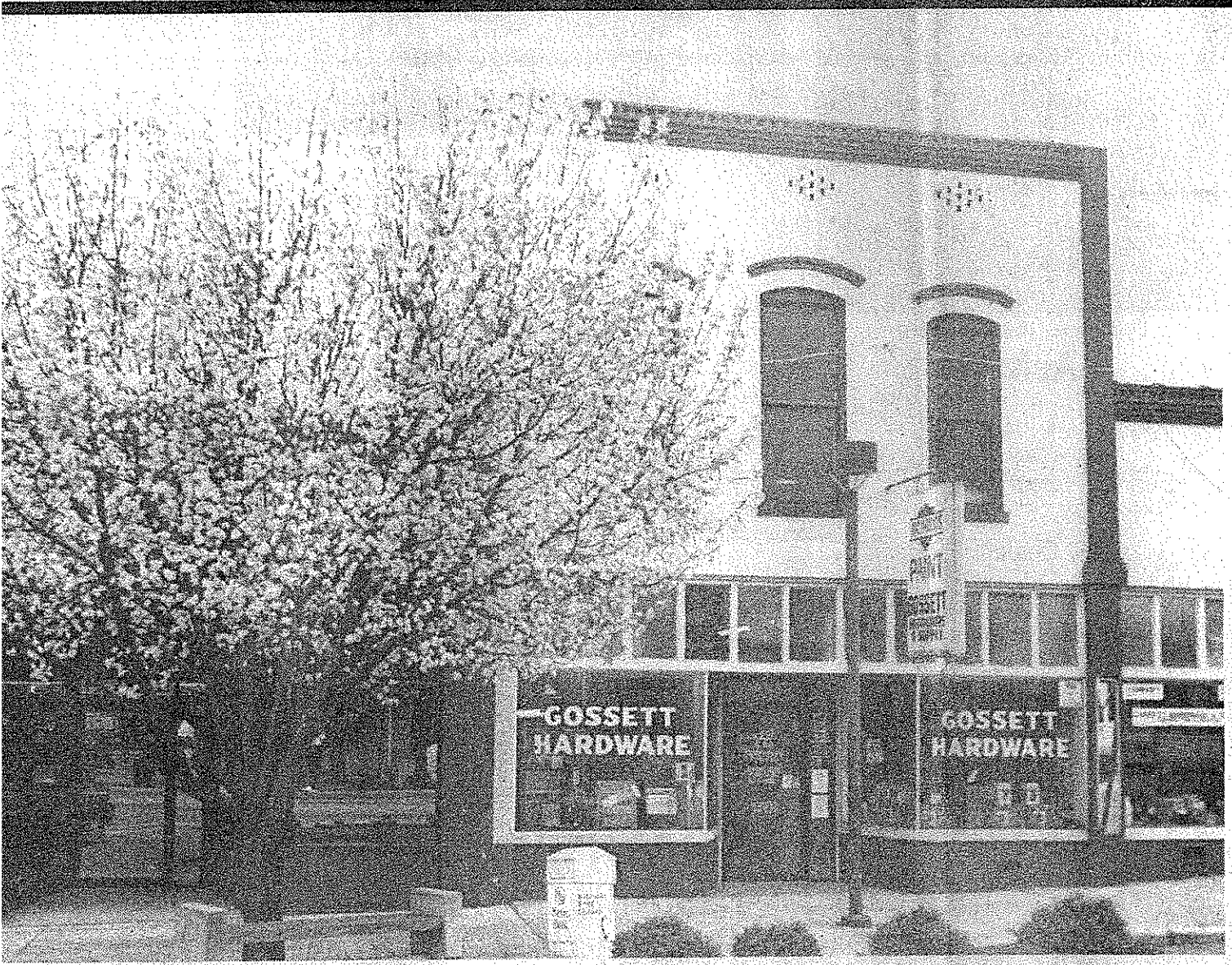


Photo by Susie Thompson

HARDWARE—Gossett Hardware has been a fixture in the community for 20 years, but only recently moved to this building, which is the same size as the former building. New paint spruced up the building facade, also, making it one of the most attractive buildings on Cogswell Ave. Gossett offers old-fashioned customer service, checking on each customer as they come into the store and finding exactly what he needs.

Kilgroe Funeral Home, Inc.



OUR STAFF OF TRUSTED LOCAL PROFESSIONALS

We at Kilgroe Funeral Home will strive to serve your family in the future in the same caring way that Mr. Joe Kilgroe started back in 1938.

This same caring tradition continued with Joe Kilgroe's son, Sonny Kilgroe who became a partner with his dad in 1965 and remained a partner until his dad's death in 1981 when Sonny became owner of Kilgroe Funeral Home.

A second location of Kilgroe Funeral Home was opened in 1984 where Mr. Dennis Russell now serves as general manager.

Due to bad health Sonny Kilgroe sold both funeral home locations in 1991 to The Loewen Group based in Cincinnati, Ohio and Sonny has remained as an advisor to both Kilgroe locations.

For the 1990s Kilgroe Funeral Home is employing only local trusted individuals and is constantly training their personnel in areas that will continue to give the families of our area the kind and trusted care that they have come to expect from Kilgroe Funeral Home.

Our Staff Serving Your Family Yesterday, Today and Tomorrow.

PELL CITY
338-3341

LEEDS
699-3181

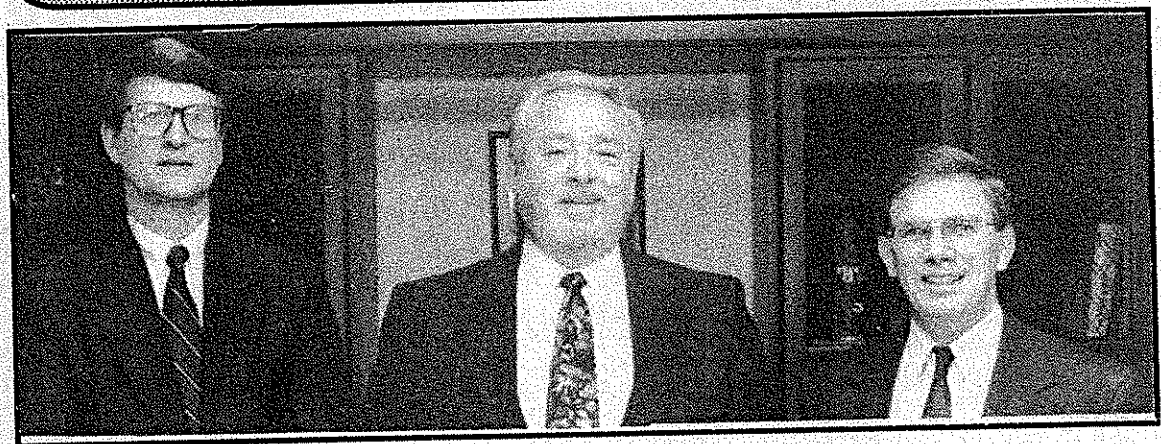
ST. CLAIR FEDERAL

care that they have come to expect from Pell City. Our Staff Serving Your Family Yesterday, Today and Tomorrow.

PELL CITY 338-3341 LEEDS 699-3181

As we increase our customer base... Pell City branches in Alabama...

ST. CLAIR FEDERAL SAVINGS BANK



Wayne Glasscock, E.V.P. & Chief Operating Officer; Ray Miller, Pres. & Chief Executive Office; Joe Yates, V.P. Commercial Banking

ST. CLAIR FEDERAL SAVINGS BANK AND SUBSIDIARY
Consolidated Statement of Financial Condition
December 31, 1993 (Unaudited)

Assets

Cash and due from banks	\$6,284,035
Investment Securities	13,312,824
Loans Receivable (Net)	56,586,407
Premises and Equipment	3,081,818
Foreclosed Real Estate	512,107
Accrued Interest Receivable	448,835
Other Assets	478,471
TOTAL ASSETS	<u>\$80,704,497</u>

Liabilities and Stockholders Equity

Deposits	\$75,039,818
Borrowed Funds	0
Advances by borrowers for taxes and insurance	102,829
Other Liabilities	769,771
TOTAL LIABILITIES	<u>\$75,912,418</u>

STOCKHOLDERS'S EQUITY

Capital stock, \$.01 par value	
190,664 shares	\$1,907
Additional paid-in capital	1,724,212
Retained Earnings	3,065,961
TOTAL STOCKHOLDER'S EQUITY	<u>\$4,792,079</u>

TOTAL LIABILITIES AND

ST. CLAIR FEDERAL SAVINGS BANK

Established in 1957 the Bank's major objective is to serve the community and provide banking services for all citizens in its market area. St. Clair Federal Savings Bank has had a positive impact on the economic growth of Pell City and St. Clair County. The Bank also has community minded branches in Moody and Springville.

The Bank will continue to participate in the growth of Pell City and St. Clair County with loans for business investments, mortgage loans for the purchase of homes and consumer loans for large and small ticket item goods. The Bank is unique in the fact they are the largest residential housing lender in the area, and still diverse enough to provide both personal and business loans, checking accounts and many other types of financial services.

Spin off benefits of the Bank to the community are the employees of St. Clair Federal Savings. They are civic minded, hard working community leaders trying to make St. Clair County a better place to work and live. The Bank's primary asset is its employees because the nature of the banking business is very people oriented.

1993 was one of the biggest years in the history of the Bank. Progress was made in providing efficient customer service to all customers. Satisfied customers included small to medium sized business owners, residential mortgage seekers, and depositors in general who understand the importance of a good, sound financial institution.

In 1994 the Bank expects to introduce several new financial products. St. Clair Federal Savings Bank will also continue to show their appreciation for their customers and will strive to provide to the

...this is the fourth year for the program.

And, it is the first year for the Apple Bucks coupons.

"This was our first year for the apple bucks and it went over really big," Armstrong said.

Apple bucks were an extra bonus that could be used with the register receipt.

"The dollar amount on the register receipts and on the Apple Bucks equals the dollar amount given toward the computers," Armstrong explained.

While the program is known for the computers, Armstrong said there are other items that the schools can choose from.

There is a catalog that the schools order the computers from, and it includes other items, such as VCRs, encyclopedias and video recorders.

Duran Jr. High School in Pell City was just one local school that really took advantage of Food World computer program.

In fact, as of Dec. 1, 1993, Duran had turned in more than \$300,000 in receipts and was ranked among the top six schools in the Southeast at that time.

Ms. Frances Bell, who headed the program for Duran, said, as of early February, the students had turned in more than \$713,000. That money is being used to buy three Macintosh computers with color monitors and a laser printer, she said.

Avondale Mills is also a local corporation known for its generous atti-

(D.A.R.E.) program.

Projects by local civic organizations, such as Kiwanis, Rotary and the Chamber of Commerce, have also benefited from Avondale's giving ways.

Pell City is Winn-Dixie, which has already gotten into the giving act.

According to Marketing Director Gus Bergstrom, Winn-Dixie provides a matching funds program for its employees, where the company matches the employee donation to

 REALTOR Hwy. 231 South, Box 983 Pell City, Alabama 35125	 F & G REAL ESTATE, INC.	(205) 884-2300 Birmingham 324-3061 Fax 884-2301
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Back row L to R: Chip Jones, Bill Gossett, Lawrence Fields. Front row L to R: Betty Heiss, Liz Sorrell, Brenda Fields, Cindy Woodall.

13,500, 23,900, 33,500 Mobile Homes on leased lots, some with pier, possession negotiable. Spring is near!

Waterfront lots St. Clair and Talladega side. 29, 500, 39,900, 44,900, 67,500.

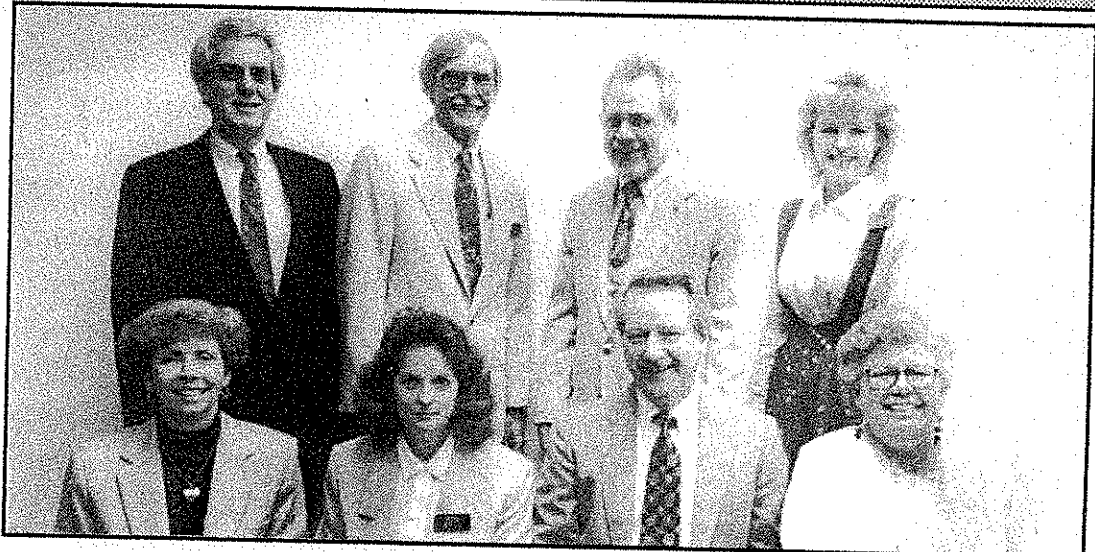
New homes in beautiful Autumn Trace, 3 bedroom, 2 bath with lake access - 117,500, 3 bedroom, 2 bath - 121,500 with lake access.

3 bedroom, 2 bath screened porch, patio, storage bldg., finished basement, frame and brick, pier and seawall. What a view. \$115,000.

Century 21

ASH REALTY

2303 Cogswell Avenue
Pell City, AL 35125



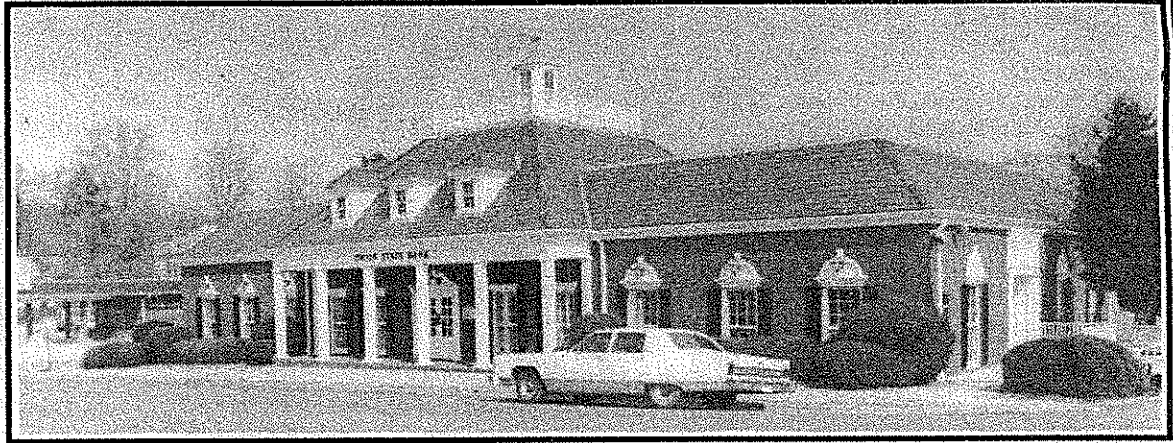
SERVING PELL CITY & LOGAN MARTIN FOR 27 YEARS



Union State Bank

"A Banking Tradition Since 1903"

Member
F.D.I.C.



Union State Bank reached another milestone in 1993, as it celebrated its 90th year of a sound banking tradition.

Headquartered in Pell City, the bank has nine offices serving a wide area of east central Alabama, including St. Clair County, Jefferson County, as well as Cherokee County.

The bank has three offices and an operations center in Pell City, as well as offices in Ashville, Cedar Bluff, Centre, Hoover, Homewood and Pleasant Grove.

One of the oldest banks in the region, Union State Bank had its origin as the Bank of St. Clair County, St. Clair County's first bank, founded in 1903. In 1910 a charter was obtained and the bank became the First National Bank of Pell City. In 1918 the name was changed to Union State Bank.

Over the years the bank has emphasized "progress based on sound decisions," according to Rex Alexander, executive vice president. This philosophy has helped it weather every financial storm that has developed over the past 90 years including the Depression of 1929-1932.

Union State Bank began serving agriculture as well as small businesses, manufacturing, and mining throughout St. Clair County. Today the bank offers a full range of banking services for a wide variety of industries from manufacturing and small business to the growing service and municipal sectors of the economy.

While progress and growth are important, Union State Bank has tried to make banking "more than just a business transaction," according to Gloria V. Roberson, Chairman and Chief Executive Officer.

"When you're taking care of people's money, you're taking care of a part of people's lives. That's why we try to put that extra effort into serving our customers--whether they have lots of money or just a few dollars," Mrs. Roberson said. "Over the years we've come to know many of our customers well."

Progress and growth based on sound management and personal service to every customer--that has been the history of the bank for the past

February and March, depending on the weather, is a great time for a bass fisherman to hook a big lunker bass on this 17,000 acre lake, he said. During this pre-spawn period, anything you throw at the fish is a likely target for a ferocious hit by a big old bass.

As most bass fisherman will tell you, there is nothing like pitching out a top water lure and watching a bass come to the surface of the water, striking the lure with all its might.

Top water lures are very effective in the early mornings and late evenings most of the year.

Spinner baits are also a common and effective lure used during the pre-spawn period.

Once the pre-spawn has passed, and bass are on their beds, many fisherman switch to plastic worms or lizards. The bass are a bit closed-mouth during this period, but once they come off the bed, watch out!

As the summer arrives, many fishermen will apply their fishing pressure around piers. Piers provide shade for shad, and shad attract game fish.

Fishermen will flip jigs underneath the piers for bass, or head out to the deep water with deep diving crankbaits.

Some fishermen will turn to night fishing for bass during the hot summer months.

On Lay Lake, an 11,000-acre lake, fishermen will use a somewhat different tactic to land a largemouth bass.

Unlike Logan Martin, which has very little grass cover because the fluctuation of the lake level, Lay Lake is surrounded by weed beds.

"They will stay in the weeds all year long," said Smith.

Weedless top water lures are very effective at attracting a big largemouth bass from the weeds.

Fall fishing in these lakes is another time to catch your limit on these lakes. The fish will be trying to fatten up for the winter, he said.

Lay Lake is famous for its big saltwater and hybrid striped bass, Smith said.

Below Logan Martin Dam is an ideal place to catch a large saltwater stripe or catfish.

Striped bass can be caught at the edge of the turbulent waters where

On both the Pell City and Talladega sides of the lake, bait shops and marinas dot the shorelines and roads leading to your favorite fishing hole. And, they welcome the novice and pro alike to meet their fishing needs.

Shop in
Pell City

Carrying On The Tradition...

From its early days in a boat operating on the Coosa River in the 1930's to its two successive locations on Highway 78 by the Coosa River Bridge, The Ark Restaurant in Riverside has been a favorite place for diners from a large area of North Central Alabama.

Founded by A. J. "Bud" Thompson, who ran the place until his death in the early '70's, The Ark was -- and is -- mostly famous for its specialty, golden-fried catfish, and its own unique hushpuppies. And it takes a back seat to none in the area of colorful history.

Strong rumor has it that, before St. Clair County voted to go "wet" in 1968, beer and stronger spirits could be purchased on the premises. It has even been said that the course of The Ark, when it was a boat, was often determined by which shore of the Coosa held the friendliest sheriff -- the river being bordered on the west by St. Clair County and on the east by Talladega County.

Be that as it may, the single factor that has been most important in bringing the diners back to The Ark over the years is the outstanding quality of the food. Nobody -- but nobody -- does catfish better.

Purchased from Mrs. A.J. Thompson in 1979 by Bob and Sylvia Cornett, The Ark still carries on the tradition (except that, now your libation may be purchased legally).

Our expanded menu also features the finest fried jumbo shrimp to be found anywhere; our seafood platter is a bountiful delight; our fried chicken is still in demand; our charbroiler offers up done-to-perfection ribeye and t-bone steaks, plus the ever-popular hamburger steaks smothered in sauteed onions and gravy -- or a grilled chicken breast with baked potato for the diet-conscious. And don't forget Sylvia's mouth-watering seafood gumbo.

We sincerely hope you enjoy The Ark. History and all.

THE ARK FAMILY RESTAURANT
Riverside, Al 338-7420



Fresh Catfish and Seafood

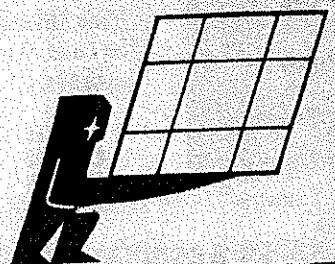


Success
the Making!

mapped out the plans
 tomorrow. And if we
 we'll be well on the
 thing our goals today!
 icate our efforts to
 red success.
on & McClendon
OMETRISTS
DOCTORS
 on & James H. McClendon, Jr.
 re. Pell City Phone 884-2620



**PRODUCING
 MECHANICAL
 DOCK LEVELERS**



BLUE GIANT

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"

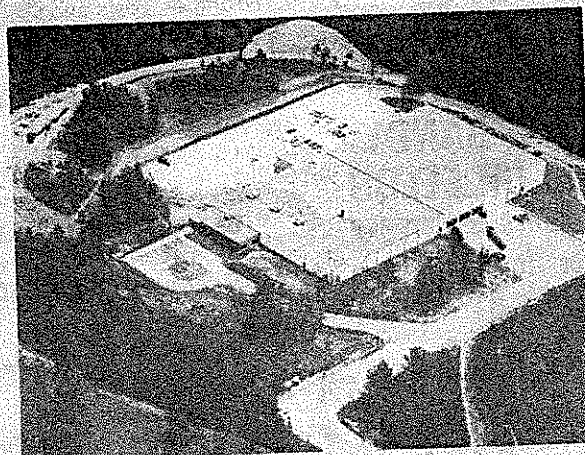
Vollrath SINCE 1874
THE VOLLRATH COMPANY • SHEBOYGAN, WIS. ®

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

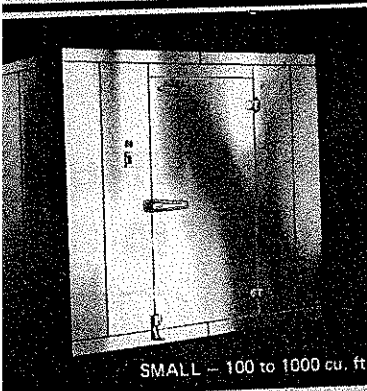
★ Established in Pell City, 1978, covers 84,000 sq ft



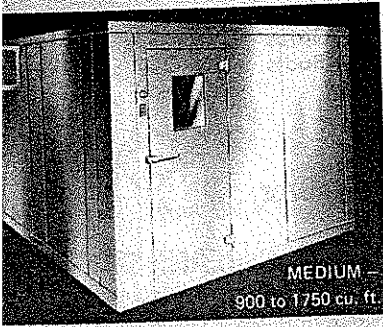
**We at Vollrath are
extremely proud of
the progress of this
county and the
advances of our
organization!**



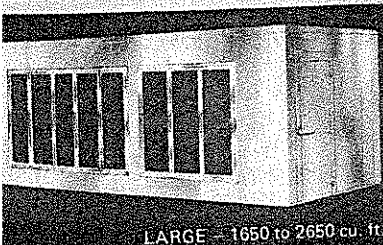
Industrial Park Hwy 78 East Pell City



SMALL - 100 to 1000 cu. ft.



MEDIUM -
900 to 1750 cu. ft.



LARGE - 1650 to 2650 cu. ft.

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 eloyes 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 eloy 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 employes; and Riverside Clay Coany, Inc., clay refractory, \$458,000 investment.

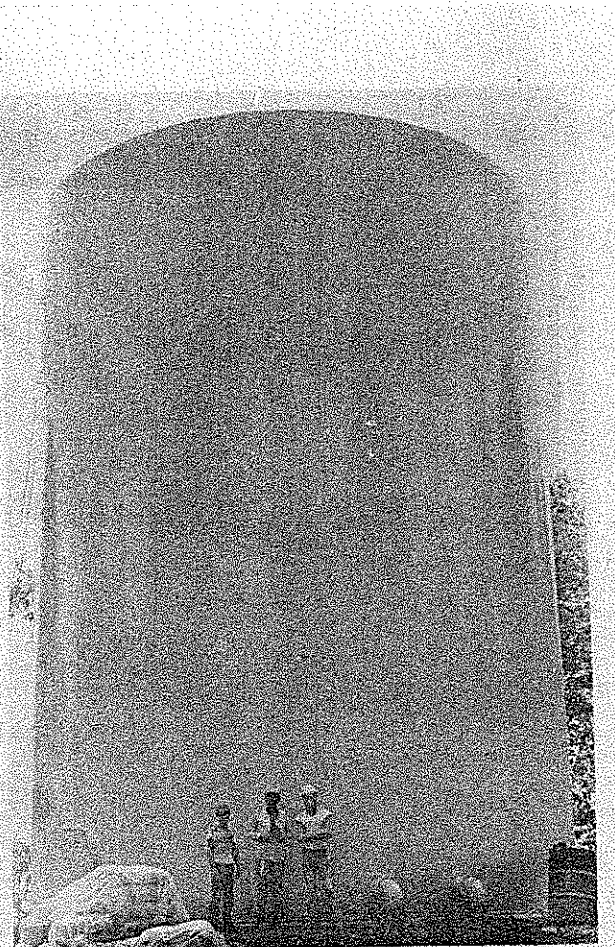
Baldwin Aluminum Foundry Company, Inc., of Ashville, producers of cast aluminum, made a capital investment of \$7,000 and created two new jobs.

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.

Leads 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 community. Pell City, once experiencing trouble with water resources, now has plenty for future growth, thanks largely to the above reservoir which brought the city's capacity up to a million and a half gallons of water (in storage).



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
EMPLOYEES**

- | | |
|-------------------|-------------------|
| Scott Frost | Albert Webb |
| Bill Turner | Lois Key |
| Tracey Beryhill | Roger Andrews |
| Lester Waldrop | Chris Mixon |
| Tim Sutherland | Polly McSherden |
| 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 | |



FROST PLASTICS CORP.
Industrial Park, Pell City, Alabama

donated the city the land and they built the new post office," Evans said.

Avondale is not only an Alabama textile giant, the company now has nationwide ties as well as an office in Brussels.

"We have contracts with J. C. Pennys, Levi, Sears, Blue Bell and a number of smaller companies nation-wide as well as some business in Europe," Evans continued.

The 24-hour plant currently produces denims, drills and twills from 100 percent cotton and polyester blends, according to Evans.

As one local woman told the News-Aegis recently, "Working at Avondale Mills is like a tradition for some families. My grandmother and my mother worked there. My granddaddy started working there at 14-years old and worked until he was 67."

Avondale has definitely been a tradition for Pell City.

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Pell City Cleaners & Laundry

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ale

page 8)

"Avondale and maybe just what to Pell City. ale made an een \$3 and \$4 upment.

Village only the city in the lways gone the ell City. "We part in the operate," said nager James r himself a r and member tary Club. d Avondale has and donations to ding the land at day Pell City located. "We



to do in Birmingham

do in the only time to Birmingham a list of the

area. Featuring a Children's Zoo with petting area, a Pachyderm Building and Seal Pool, the zoo is opened daily 9-5, with admission.

MEYER PLANETARIUM— Birmingham Southern College, 800 Eighth Ave West. Phone-328-5250. The 90-seat planetarium includes a simulated look at celestial bodies and aspects of outer space. Located on the campus of Birmingham Southern College, groups may make reservations to attend. Admission.

BIRMINGHAM MUSEUM OF ART: 2000 Eighth Avenue North. Phone: 254-2565. Permanent exhibits such as the Kress collection of paintings, furniture and sculpture, art of the old west including Remington bronzes of cowboy and American Indian artifacts are in the museum. The Rives collection of near-East Archaeological objects, African weapons and South Sea objects make the Museum one of the finest in the southeast. Opened daily except Christmas, New Year's Eve and New Year's Day, no admission.

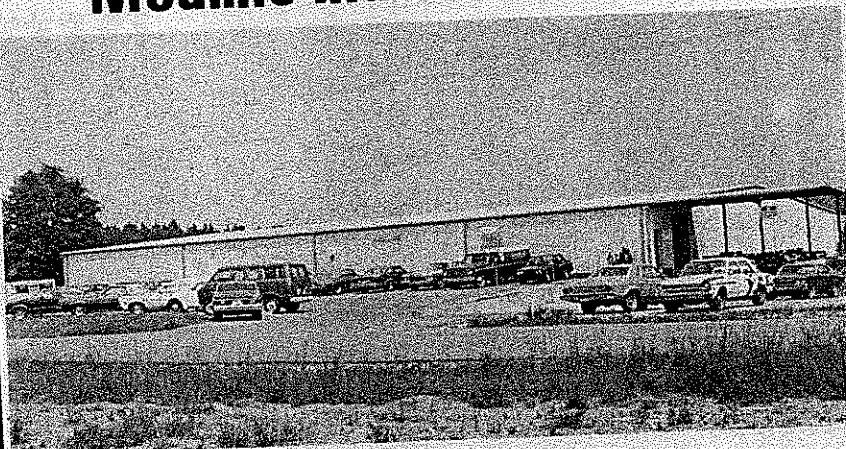
TANNEHILL STATE PARK: Phone 477-6571. Located on I-59 between Birmingham and near by Tuscaloosa, Tannehill is the birthplace of the Birmingham steel industry.

Birmingham also has a "Magic City Fun Line" for a recording of daily events. Call 1-800-292-6244

ELLUM (S): 331 780-5656. Hospitality Birmingham, ors into southern Civil War Arlington es from and is al Trust ion in the through nday 1-6. rice. **TANICAL** ne Park 7. Water ora from e features Botanical Japanese ridges and e teahouse Gardens. servatory, laily, dawn

ZOO: 2630 879-0408. mammals

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.

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and Patient Wear!**
Making Plans For Future Expansions!

Industrial Park

Pell City, Al.



Riverside's Industry

The community of Riverside as well as St. Clair County has a tremendous amount of money 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.

Company was sold to Avondale

(See Avondale page 7)



John Fisher
Plant Manager



Alan Gillison
Shop Superintendent



PLANT STAFF

(Front row, l-r) Raymond Kelley, Ed Gilmore, Bobby Mitchell, Johnny Brown, Stan Jones. (Back row) Leon Langston, Bill Putman, Thomas Searcy, Reuben Hale, Ricky Goodwin, Erich Ott, Steve Decker, Eunice Perryman.

This organization began work here in Pell City in July, 1978. They fabricate and erect large storage tanks used in the water, chemical and petroleum industry. There are seventeen employed here plus three field crews. Home office is Plainfield, Ill.

PROGRESS

We've Got What It Takes To Reach Our Goals...Let's Pull Together For A Better Tomorrow!!!

PRAIRIE TANK - SOUTHERN

1st Ave. So. &
Dry Creek Road
Pell City,
Al.

Avondale Mills granddaddy of all

BY MIKE MOSER
News-Aegis Editor

You simply can't produce a progress edition in St. Clair County featuring industrial growth without featuring the granddaddy of them all—Avondale Mills.

Not only has Pell City's leading and longest-continuous operating industry "been good for business" in Pell City, Avondale Mills has been, in simple words, "a good neighbor."

The contributions Avondale has made to the community over the 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

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 Citizens 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."

With an approximate annual payroll of \$3.5 million of 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 Avondale Mills

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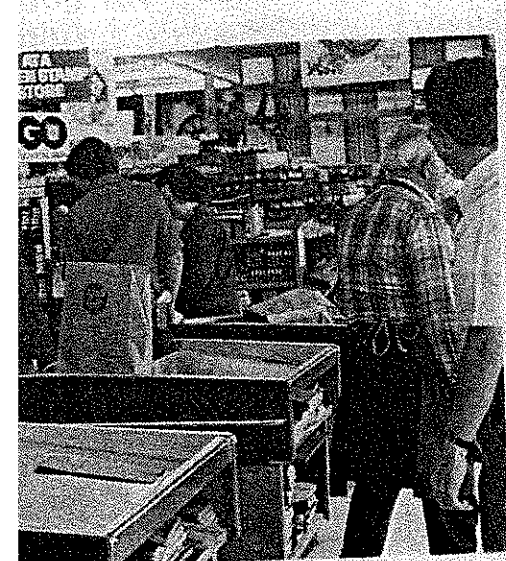
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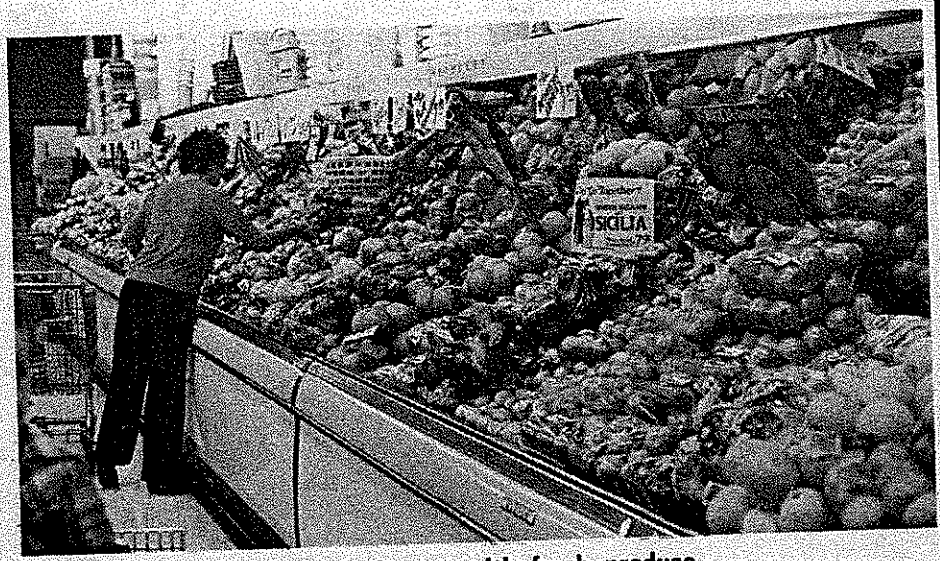
NOBODY'S GONNA TREAT YOU BETTER!



you get more personalized ser-
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that's why we're here to-
day, Our Customers.

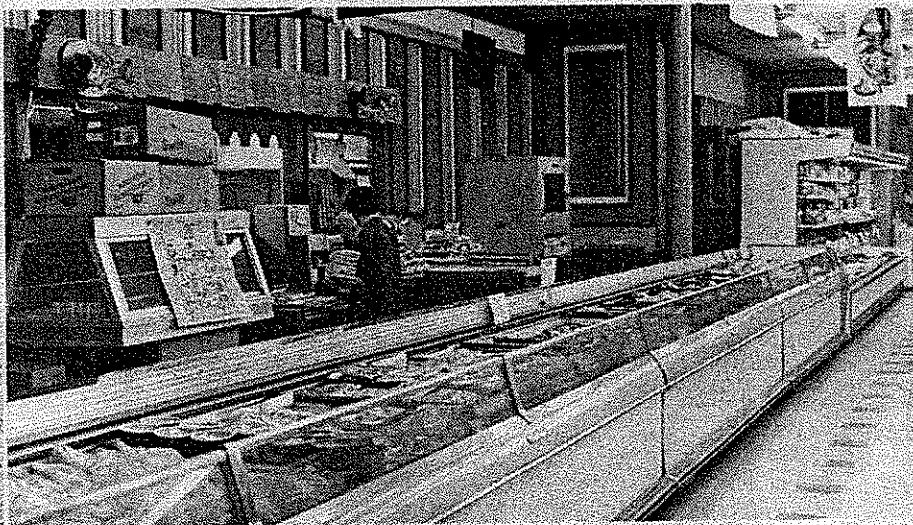


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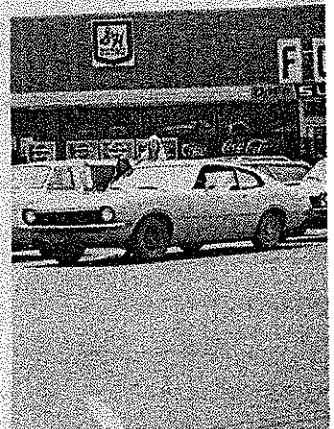


Nobody's gonna treat you better with fresher meats, cut right to please you...



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

coming in daily....



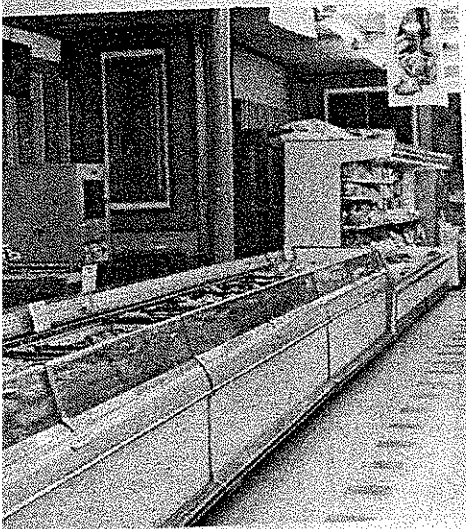
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Friday & Saturday 8-10
Sunday 12-6

Cogswell Avenue
Pell City



Vital for industry

St. Clair Co. Airport efficient op



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 Pell 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."

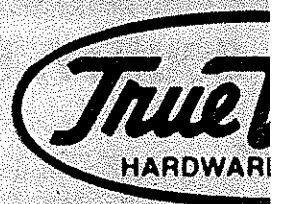
"Anybody can drop out any afternoon, any time, really, and sit inside and talk, or outside and have a cool drink. We invite people out just to watch the craft land and take off."

One member of the family is on duty at the airport 24 hours 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.

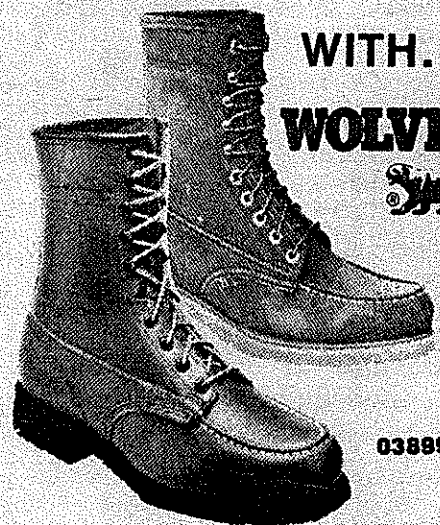
(See Airport page 5)

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PROGRESS EDITION



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

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

**YOU
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can get to
planning a
for All yo**

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