

MONTEVALLO
Main Street
Memories

ALABAMA POWER CO.

by Clay Nordan
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The Alabama Power Company established a Montevallo District in the early twentieth century and served the multi-county district's electrical customers from an office at the corner of Main and Shelby Streets until they moved to a new office in the newly constructed Whaley Shopping Center in the 1960's.

They also had a supply warehouse and base of operations for their line crews in a low cinder-block building at the intersection of highways 25 and 119. SportTime Auto Sales operates from this location today.

While the Montevallo based Alabama Power Co. engineers occupied offices in the back of the building, the front felt like a combination bank and appliance store. Customers could come in and pay their "light" bills at a payment window and also shop for the latest refrigerators and ovens being sold by the company.

**MONTEVALLO ICE
 COMPANY**

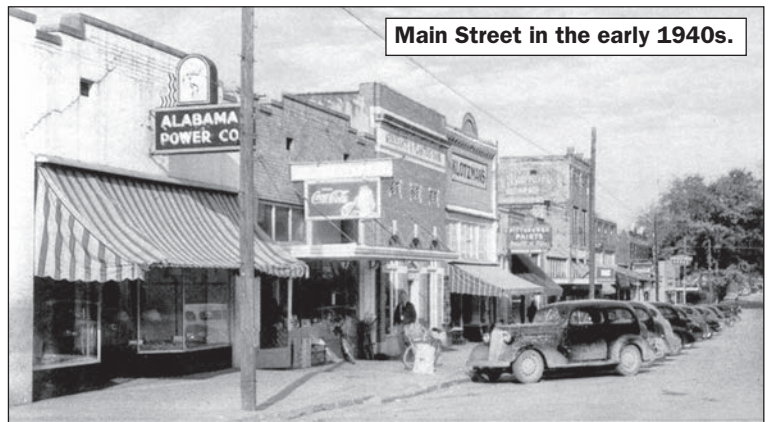
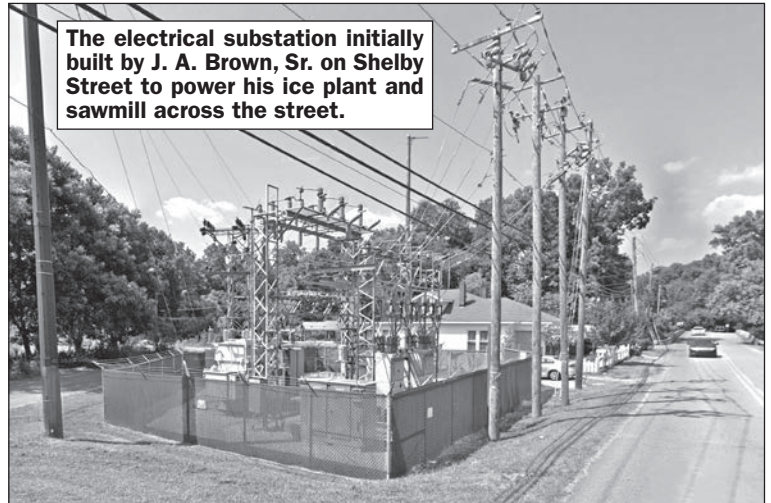
J. A. BROWN, *Manager*

MONTEVALLO, ALABAMA

Electricity came to Montevallo on Main Street in 1912 and was supplied by local entrepreneur, J.A. Brown, Sr. Mr. Brown generated power with the steam turbine he brought to town to make power for his ice plant on Shelby Street, just across Shoal Creek. After meeting his own electrical needs, Mr. Brown found a ready market for his surplus power and strung lines from his substation to Main Street. It was not long before Alabama Power purchased Brown's power distribution system and made improvements that allowed electrification of the entire town. Mr. Brown's substation remains in its original location and is still part of the larger infrastructure that supplies power to the Montevallo area.



The store building on the northeast corner of the Main Street / Shelby Street intersection was home to the Montevallo District office of Alabama Power Co. for several decades in the mid-twentieth century.



Main Street in the early 1940s.



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MONTEVALLO MAIN STREET MEMORIES is adapted from the series, THROWBACK THURSDAY, a Montevallo Historical Society and Montevallo Main Street partnership started in 2018. Each installment revisits commercial and residential life on Main Street and in the downtown area in the early to mid-twentieth century. The series remains available online and may be viewed at www.historicmontevallo.org under "Local History".