

MONTEVALLO
Main Street
Memories

THE CORNER OF SHELBY & MAIN

by Clay Nordan
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The building in the photo at bottom right can be easily seen today on Shelby Street, just off Main Street. It was originally constructed as a warehouse for the local Coca Cola distributor, Pete Givhan. You can see the building as it looked in the 1950's in the lower left photo. There is a Coca Cola delivery truck parked across the street. Since then, the building has housed a Farm Supply business as well as an auto repair and detailing shop. At some point along the way two apartments were added upstairs.

F. W. ROGAN
Mortician and Ambulance Service
 MONTEVALLO, ALABAMA

The corner of Main and Shelby was the site of a Pan Am gas station (that's a Pan Am sign near the phone booth in the same photo). There was also a taxi stand at the gas station that serviced local residents who did not own cars.

The small building indicated by an arrow in the photo is thought to have had a local newspaper as a tenant

at one time. In the 1950's and 1960's, the local distributor of the Birmingham Post-Herald and the Birmingham News used the building to muster his "Paper Boys" each morning and afternoon. Several enterprising Montevallo youths would gather at the building to roll fresh newspapers and tie them with string. The papers were then loaded into their bicycle baskets, each standing on end to make them easy to grab and throw while pedaling, and, rain or shine, the boys would complete their designated delivery routes throughout the town. The paper boys were also responsible for collecting payments from their subscribers. Failure to collect would result in personal liability to the distributor for the amount owed.



The building that was home to Rogan's store for decades is today occupied by Provenance Church.

Rogan's Furniture Store occupied the first floor of the two story building on the corner for most of the 20th century. Mr. F. W. Rogan operated a diversified business that included an ambulance service and mortuary. Rogan's deceased customers were brought into the back of the building for embalming by way of a narrow alley. Coffins were also brought in through the alley and lifted to the second floor for storage by a hoist. Rogan closed the embalming business around mid-century when the Montevallo City Council decided that mortuaries were not suitable businesses for Main Street.



Montevallo
Historical Society
Opening the Portals of Our Heritage

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Before Nov. 28 to Order your Wreaths (\$17) and Volunteer to help lay wreaths on veterans graves at Montevallo City Cemetery on December 16, 2023.

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".