A Message of Welcome

from the

City of Montevallo

The Exchange Club and the Citizens of Montevallo WELCOME you to their city whether you come as a tourist or a permanent resident.

All things considered, Montevallo offers a climate which has no superior in this country. Our City is frequently called, "The City of Roses" and we have recreational facilities which can contribute much to a man or woman's happiness.

Our educational advantages are unsurpassed. Alabama College, our State College for Women, with its hundred or more teachers and employees, our excellent City Schools, industrial and business opportunities, the cultured and religious refinement of our citizenship make Montevallo a most desirable place to live and engage in business.

The City has always endeavored to stand solidly behind its citizens in their efforts to broaden their fields of activity, and you will find it ready at all times to serve you.

We hope that you will take advantage of every opportunity offered and become an integral part of our community.

J. R. JOHNSON, Mayor

Councilmen

M. P. JETTER
GEORGE KENDRICK
T. E. WATSON
J. I. REID, M.D.
J. A. BROWN

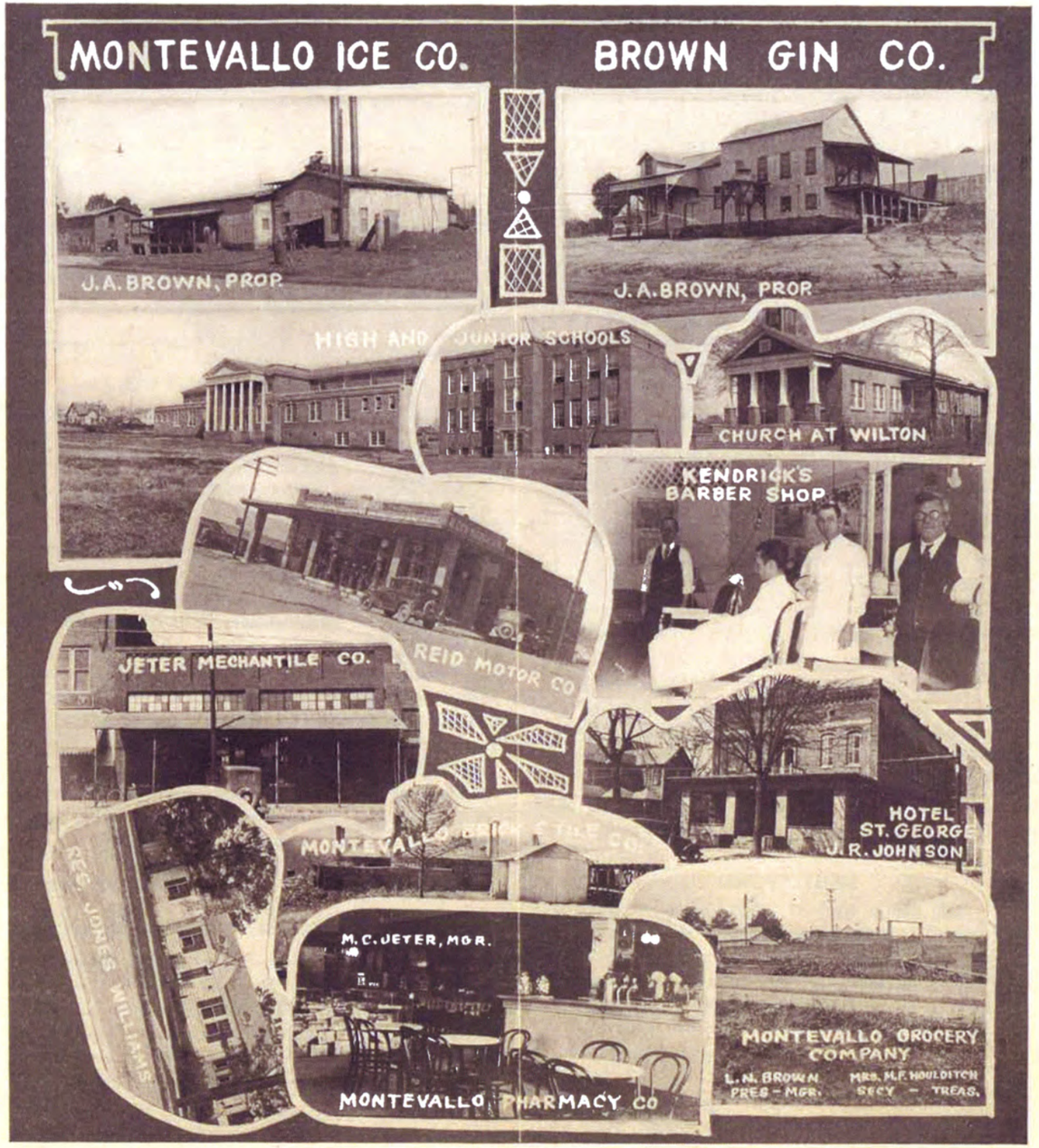
MONTEVALLO, ALABAMA

This beautiful little City, situated in the geographical center of the State of Alabama and in the heart of the South has a wonderful historical background. Because of limited space, we can only give an intimation of its interesting past. Montevallo is a latinized name of a village in Alabama which started out near the beginning of the last century under the name of "Wilson Hill." All the historians, even the Honorable E. S. Lyman, who has probably given the most time and thought to the subject, seems unable to account for the origin or derivation of the name. Some say, however, that it signifies a "Little Hill in a Valley." It is, perhaps, the oldest settlement, in what is now known as Shelby County. It was founded by Jesse Wilson and his family, who made a corn crop on an Indian clearing in 1814, soon after General Jackson had subdued the tribe of Creek Indians.

Following the early settlers, came the slave owning planters of the Carolinas, Georgia, and the Colonial States of the South, about the time Alabama was admitted into the Union. The decendants of that generation have retained all the finest characteristics of that period of the South. Splendid colonial homes still remain, the sights of former grandeur. From the very beginning Montevallo was noted for its social and religious refinement, and whose inhabitants were distinguished for their intellectual qualifications.

The State of Alabama in selecting a location to build a school, Alabama College, of higher education for the flower of its young womanhood, in 1896, Montevallo was chosen. Alabama College, the State College for women is the center around which the City revolves.

Montevallo is situated in the very heart of the greatest industrial and agricultural district in the South. To the north of the City there are located the finest coal and ore fields in the South. Montevallo Coal Mines of which Mr. D. A. Thomas is President and Treasurer, is located about two miles from the City limits and is producing hundreds of tons of the famous Montevallo coal daily. Not far distant is the wonderful iron and ore mines producing millions of tons of ore which is manufactured into the finest quality of steel which is shipped to every part of the world. One who has never visited this section can not conceive the magnitude of the great industrial activity in this section. Birmingham, Alabama, just forty miles from Montevallo is a City of almost a half million people. To the south of the City lies a rich farming section, producing abundantly of every commodity that can be grown on the farms the South.



CITY GOVERNMENT

The City is governed by a Mayor and Board of Aldermen. The members of the present administration are composed of the following members: J. R. Johnson, Mayor. The other five members are, M. P. Jeder, Mr. J. A. Brown, who operates a large Ice Plant, a large modern Gin Plant, is a director of the Montevallo Cotton Mills, and is connected with many other business enterprises; J. I. Reid, M.D., a popular physician who has a large practice, George Kendrick and T. E. Watson, who are active business men of the City. Through the leadership of these men Montevallo has been transformed. Streets have been paved, new sidewalks have been laid, water and sewage system has been improved and a safe, economical financial system has been adopted. They have encouraged industrial development. During this administration there has been much industrial improvement.

AGRICULTURAL OPPORTUNITIES

The agricultural revolution in the South has reached its highest peak, under the direction of skilled and trained men who are supported by the State. Our farmers and truck growers are using scientific methods which make the lands produce five times or more than under the old system. Working in conjunction with these, are skilled physicians, nurses, home demonstration and social workers who are maintained by the State and Government. We have an ideal section for dairying, the raising of fine cattle. Please turn to the College section of this folder and view the photographs of the ideal college farm. All commodities raised on the farm in this section can be marketed in Birmingham daily, which is only forty miles away over a fine concrete highway.

LAST WORD

We say again, that in this progressive, thriving City, which is most attractive, will be found a hospitality with good American standards and ideals and a full realization that the greatest future of their community lies in the development of its industrial and agricultural advantages. We, therefore, offer every reasonable inducement to all worthwhile enterprises to locate here, feeling confident that time will but vindicate the choice of this substantial City.

For any additional information about our City write the Exchange Club or J. R. Johnson, Mayor.

W. B. CURRY & CO.

Wilton, Alabama

Operates an up-to-date Grocery business. We have a fine community two miles from Montevallo. When in this section, come to see us.

PLEASANT SHAW, SR.

Dealer in General Merchandise

When in this section, come out to see us—let us take you to see the wonderful Montevallo mines. When we can serve you, call on us.

MONTEVALLO ICE CO.

Brown Gin Company is owned and operated by Mr. J. A. Brown, and buys cotton in a large way. Mr. Brown is one of the directors of the Montevallo Cotton Mills and is connected with other important business endeavors.

Here is what Mr. Brown has to say about this section: "We have, first of all, the highest type of citizenship, composed of men who are wide-awake to the progress and upbuilding of Montevallo. We have the cleanest competition and the finest co-operative spirit of any town I know of." In this folder is set forth the wonderful advantages of this section. If you desire to take advantage of the wonderful opportunities we have to offer, you will find a fine body of citizens ready to assist you in every way possible. All the people in Montevallo and those who come to visit us, will always find a spirit of welcome hospitality at our office.

MONTEVALLO GROCERY COMPANY

This progressive business firm has been recently organized with Capital Stock of $15,000 and will be ready for business on May 1st. We have selected this beautiful City of Montevallo as an ideal place to do business and we are ready to serve all who may come to Montevallo. Write us for further information.

L. N. Brown, Pres. and Mgr.

Mrs. M. F. Houlditch, Sec. and Treas.

ALABAMA COLLEGE — The STATE COLLEGE for WOMEN

MONTEVALLO, ALA.

Alabama College was founded October 12, 1896, under the name "Alabama Girls' Industrial School." It was the fifth State supported college for women exclusively to be established. There are nine such colleges, all in Southern States—Mississippi, (1884), South Carolina, (1886), Georgia, (1889), North Carolina, (1893), Alabama, (1896), Texas, (1903), Florida, (1905), Oklahoma, (1910), Valdosta, (Ga.) College,

PROGRAM

The program of Alabama College embraces departments of Home Economics, Music, Physical Education, Art, Secretarial Science, Education. Sociology, and others in the field of vocational training. It embraces also departments of English, History and Economics, Mathematics, Modern Languages, Foreign Languages, Education, Psychology, and others in the field of liberal arts.

SCOPE OF TRAINING

These courses, which lead to the A.B., B.S., and B.M. degrees are so combined as to give to the women of Alabama the broad foundations of a cultural-vocational education such as will fit them to fill the traditional places of women as homemakers and mothers, and at the same time enable them, if necessary or desirable, to take their places in the ever-widening field of opportunity for women in the renumerative professions and public endeavor.

CHARTER PROVISIONS

To that end, the charter upon which the college rests, made provision for a curriculum which may be so modified, from time to time, as the social, educational and industrial status of women changes, that it may discard unnecessary subjects or departments and instate necessary ones, designed to meet the full educational and training needs of the women of the State.

In keeping with the trend of the times, therefore, Alabama College is looking ahead toward expansion of her program. Doubtless in time her curriculum will embrace a College of Liberal Arts, and Schools of Music, Art, Home Economics, Secretarial Science, Library Science, and others, which will parallel the Schools of Law, Medicine, Agriculture, Business Administration, and others in the State Universities.

EQUIPMENT

The combined property value of buildings and equipment is estimated at $2,000,000.

The campus proper contains approximately 110 acres, and the college owns 200 acres of farm land immediately adjoining. There are on the campus 18 brick structures (including Bibb Graves Hall, the physical and health education building under construction), and two frame buildings. A new dairy plant has just been completed, which consists of three brick and tile buildings and two tile silos.

The buildings include three dormitories, with a combined capacity of 800; a library, which houses 35,000 volumes; a music hall; an infirmary; a home management house; class room buildings; a physical and health education building, with swimming pool and gymnasium; a school of education training unit, consisting of a high school building, elementary school, and a high school home economics building; and an administration and auditorium building.

The auditorium, completed in 1930, has a seating capacity of about 1,600, and every modern equipment necessary for concerts, drama, and other entertainments.

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MONTEVALLO AS AN INDUSTRIAL LOCATION

Strikes and labor troubles are **entirely unknown** in **Montevallo where pleasant surroundings and an enjoyable climate combined with a labor source both** white and colored of which there is a plentiful supply, all of which make it pleasant and profitable for industry.

Land, which is **increasing** in value every day can be bought at a **reasonable** price at this time. The City and County, to induce manufacturers to locate here, offer an attractive tax consideration to all worthwhile industries.

Are you a manufacturer with the problem of reducing your selling costs? Are you considering a change of location? Are you planning to exploit the fast-growing Southern markets? If you are, please write the Exchange Club of Montevallo without delay. They will be glad to give you the experience of other manufacturers who are now settled in this section.

TRANSPORTATION AND SHIPPING FACILITIES

Montevallo has access to many lines of trunk line railroads which center in Birmingham, only thirty-five miles away. Freight shipped from Montevallo today will reach a southern port within ten hours to be loaded on outgoing ships destined for every country in the world.

HIGHWAYS

Montevallo is located only six miles from a great national concrete highway running from the Great Lakes in the North through from Chicago to Birmingham and through the State of Florida. We invite the tourists who pass over this highway by the thousands, to stop over and spend a day with us. You have a cordial welcome.

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FACULTY

The faculty numbers more than 80 instructors, and includes men and women selected over a wide geographical area, whose training represents the maximum offered in the leading colleges of America and Europe.

SPECIAL SERVICES

A Home Study Service Department is maintained for the women of the State. Through library loans, extension classes, correspondence courses, lectures and program suggestions, the women of Alabama may have the benefit of the educational experience of the highly trained experts of the college faculty.

BANKING INSTITUTION

THE MERCHANTS AND PLANTERS BANK

MONTEVALLO, ALA.

Nowhere in the Southern States is banking service developed to a higher degree of efficiency than the Merchants and Planters Bank.

Friendly co-operation with all enterprises has been the keynote of Montevallo banking and it is this element which contributed so largely to Montevallo's position as a Progressive and Prosperous City.

LITTLE GEM COAL COMPANY

The Little Gem Coal Company, Inc., Birmingham, Alabama, are miners and shippers of genuine Montevallo domestic and steam coal, their mines are at Dogwood, Ala., four miles from Montevallo. Special attention given to mail orders.

MONTEVALLO PHARMACY COMPANY

The Montevallo Drug Co., "The Store of Courtesy," with Mr. M. C. Jeter, Manager, is at your service with the quality of merchandise which you have the right to expect.

MONTEVALLO BRICK & TILE COMPANY, Inc.

Montevallo, Alabama

The plant is located on the Southern Railroad, forty-two miles south of Birmingham, Ala., on a site consisting of 35 acres of shale running in depth from fifteen to fifty feet.

The plant is of modern construction with all conveniences, is equipped with J. C. Steel machinery of Statesville, N. C. The entire plant is motor-driven with power from Alabama Power Company. It is interesting to note that the plant is located within the yard limits of the Montevallo Coal Mining Co. properties, where coal is purchased at a reasonable figure. The plant has more than an ample supply of water. Labor conditions are excellent.

This progressive company operates extensively in the manufacture of Face and Common Shale Brick, and is a leading factor in the upbuilding of Montevallo, and surrounding territory.

NEWALA LIME WORKS

Newala, Alabama

When in the market for lime we will appreciate an opportunity to quote you NEWALA, the original Shelby County Lime. The first lime left NEWALA in boxes in 1866, and the only thing that has changed in the 63 years is the package, the quality remains the same. The analysis of NEWALA meets all requirements, regardless of how exacting.

We can offer you NEWALA in either straight or mixed cars, in BARRELS, JUTE No. 5 HOUSEHOLD PACKAGES, MASONS or FINISHING HYDRATED.

HOTEL ST. GEORGE

MONTEVALLO, ALA.

Hotel St. George is well known for its excellent meals and courteous treatment to the public.

WILSON DRUG COMPANY

THE REXALL STORE

Drugs, Jewelry and Toilet Articles

Montevallo, Alabama

The above photograph is a representation of the beautiful interior of the Wilson Drug Company, The Rexall Store—Where you get "service with a smile." Here is what Mr. P. C. Wilson, Proprietor, has to say: "The growth, beauty and prosperity of Montevallo is the direct result of the fine spirit of co-operation of both the older and younger citizens."

"Montevallo is, indeed, a City of Flowers and Sunshine." When you visit here you will find a welcome not excelled anywhere in the United States. Always make your headquarters at the Wilson Drug Company.

P. C. Wilson, Prop.

MONTEVALLO, ALABAMA

In the Heart of the Greatest Industrial and Agricultural Region in the South

DELIGHTFUL CLIMATE, RICH LANDS PRODUCING ABUNDANTLY OF DAIRYING PRODUCTS, FRUIT, TRUCK, FARMING, COTTON AND GRAINS, CLEAN CITY, THE BEST CULTURED, SOCIAL AND RELIGIOUS ENVIRONMENT.