GEORGIA INSTITUTE OF TECHNOLOGY

ENGINEERING EXPERIMENT STATION
INDUSTRIAL DEVELOPMENT DIVISION

HARALSON COUNTY GEORGIA

ECONOMIC ANALYSIS STUDY

Project A - 640

COOSA VALLEY AREA PLANNING AND DEVELOPMENT COMMISSION

Georgia Department of Industry and Trade
Atlanta, 1963
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Part II. Analysis of Income and Retail and Wholesale Trade.
Part III. An Analysis of Existing Manufacturers.
Part IV. Economic Facilities Analysis.
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Part VI. Economic Development Potentials.
HARALSON COUNTY, GEORGIA
ECONOMIC ANALYSIS STUDY

PART I
ANALYSIS OF POPULATION, EMPLOYMENT AND LABOR FORCE

COOSA VALLEY AREA PLANNING AND DEVELOPMENT COMMISSION
HARALSON COUNTY, GEORGIA
ECONOMIC ANALYSIS STUDY

Part I
ANALYSIS OF POPULATION, EMPLOYMENT AND LABOR FORCE

Prepared under Contract with the
COOSA VALLEY AREA PLANNING AND DEVELOPMENT COMMISSION
Box 1424 Rome, Georgia

by

Northwest Georgia Branch
Industrial Development Division
Engineering Experiment Station
GEORGIA INSTITUTE OF TECHNOLOGY
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Georgia Department of Industry and Trade
100 State Capitol, Atlanta 3, Georgia
July 1963
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Foreword and Acknowledgments

This report is one of a series of more than 60 being prepared by staff members of the Industrial Development Division as part of a contract which the Division is carrying out for the Coosa Valley Area Planning and Development Commission. The overall series is, in turn, part of the broader program of research and technical assistance which Georgia Tech, through the Division's Northwest Georgia Branch, is carrying out on the Coosa Valley area's industrial and economic potentials.

Through the combination of research and technical assistance with local and area development problems, the present program is designed not only to identify and analyze the area's development needs, but to provide the guidance and "follow through" necessary to see that those needs are met and that the potentials identified are actually developed.

This particular report was authored by Mrs. Amy Collins, economist on the Division's Atlanta staff. Assistance in the supplying of needed data which were available only in the study area was provided by Mr. James R. Wyatt, head, Mr. Ted St. Clair, assistant head, Mr. Wallace Bishop and Mr. Jerry Bange of the Northwest Georgia Branch. As with other aspects of the program, specialists among the more than 30 full-time staff members in Atlanta are called upon as necessary to support the four professional staff members who reside in Rome in order to better serve the Coosa Valley area.

Comments and questions regarding the study are invited.

Kenneth C. Wagner, Chief
Industrial Development Division
GEORGIA INSTITUTE OF TECHNOLOGY
I. POPULATION

The dominant factor in the economy of Haralson County during the past two decades has been the decline in agricultural employment. Rapid technological changes have reduced the farmer's dependence on manpower and, at the same time, have enabled him to produce more from fewer acres. Between 1940 and 1959 land in farms in Haralson County dropped from 147,173 to 69,160 acres, the number of tractors jumped from 41 to 439, and the value of farm products sold increased from $635,668 to $2,186,589. On the other side of the picture, nearly 1,800 people lost their jobs.

Finding work for the displaced farm hands and also for the continuing flow of youngsters leaving school has been a major problem in the county.

Population over the past 50 years has fluctuated, with a net gain between 1910 and 1960 of 1,029 people (Table 1). During the 20 years prior to 1960, however, there was a net gain of only 166 people, which included an actual decrease of 120 between 1950 and 1960. When allowance is made for the natural increase in Haralson County (total births less total deaths), the gain of 166 persons between 1940 and 1960 actually represents an out-migration of nearly 4,000 -- roughly 2,000 in each decade.

Table 1
HARALSON COUNTY POPULATION CHANGE, 1910-1960

<table>
<thead>
<tr>
<th>Year</th>
<th>Total Population</th>
<th>Change from Previous Census</th>
</tr>
</thead>
<tbody>
<tr>
<td>1910 (April 15)</td>
<td>13,514</td>
<td>1,592 13.4</td>
</tr>
<tr>
<td>1920 (Jan. 1)</td>
<td>14,440</td>
<td>926 6.9</td>
</tr>
<tr>
<td>1930 (April 1)</td>
<td>13,263</td>
<td>-1,177 -8.2</td>
</tr>
<tr>
<td>1940 (April 1)</td>
<td>14,377</td>
<td>1,114 8.4</td>
</tr>
<tr>
<td>1950 (April 1)</td>
<td>14,663</td>
<td>286 2.0</td>
</tr>
<tr>
<td>1960 (April 1)</td>
<td>14,543</td>
<td>-120 -.8</td>
</tr>
</tbody>
</table>

Source: U.S. Censuses of Population

There has been some fluctuation in the proportion of Negroes in the county (Table 2) but the overall trend has been downward. Non-white population decreased from 2,027 to 1,200 over the 50-year period, a loss of
40.8%. In 1910 they represented 15.0% of the total population; by 1960 this proportion had dropped to 8.3%.

Table 2
HARALSON COUNTY POPULATION BY RACE, 1910-1960

<table>
<thead>
<tr>
<th>Year</th>
<th>Total</th>
<th>White</th>
<th>Non-White</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>1910</td>
<td>13,514</td>
<td>11,487</td>
<td>2,027</td>
<td>85.0</td>
</tr>
<tr>
<td>1920</td>
<td>14,440</td>
<td>12,418</td>
<td>2,022</td>
<td>86.0</td>
</tr>
<tr>
<td>1930</td>
<td>13,263</td>
<td>11,950</td>
<td>1,313</td>
<td>90.1</td>
</tr>
<tr>
<td>1940</td>
<td>14,377</td>
<td>12,853</td>
<td>1,524</td>
<td>89.4</td>
</tr>
<tr>
<td>1950</td>
<td>14,663</td>
<td>13,400</td>
<td>1,263</td>
<td>91.4</td>
</tr>
<tr>
<td>1960</td>
<td>14,543</td>
<td>13,343</td>
<td>1,200</td>
<td>91.7</td>
</tr>
</tbody>
</table>

Source: U.S. Censuses of Population

Table 3 shows the breakdown of Haralson County population by sex. Here again there is some fluctuation, but the recent nationwide trend to a greater number of females shows more strongly in Haralson than in either the state or the nation. In 1950 and 1960 the proportion of females in Haralson County was 51.3% and 51.8%, respectively. Similar figures for Georgia for these two years were 51.0% and 51.2%, and for the U.S., 50.3% in 1950 and 50.8% in 1960.

In Table 4 the population is analyzed by age groups. Another national trend can be seen in the decreasing proportion of young people in the 15-24 age group and the increase in the older groups, particularly those of 65 years and over. In Table 5 these two age groups (15-24 and 65 years and over) are pulled out for comparison with those of Metropolitan Atlanta, the state of Georgia and the United States. All show a marked decrease in the young age groups between 1940 and 1960 and also a strong increase in the elderly groups. This increase in the older group is particularly noticeable in Haralson County.
Table 3
HARALSON COUNTY POPULATION BY SEX,
1910-1960

<table>
<thead>
<tr>
<th>Year</th>
<th>Total</th>
<th>Male</th>
<th>Female</th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>1910</td>
<td>13,514</td>
<td>6,711</td>
<td>6,803</td>
<td>49.7</td>
<td>50.3</td>
</tr>
<tr>
<td>1920</td>
<td>14,440</td>
<td>7,201</td>
<td>7,239</td>
<td>49.9</td>
<td>50.1</td>
</tr>
<tr>
<td>1930</td>
<td>13,263</td>
<td>6,577</td>
<td>6,686</td>
<td>49.6</td>
<td>50.4</td>
</tr>
<tr>
<td>1940</td>
<td>14,377</td>
<td>7,197</td>
<td>7,180</td>
<td>50.1</td>
<td>49.9</td>
</tr>
<tr>
<td>1950</td>
<td>14,663</td>
<td>7,136</td>
<td>7,527</td>
<td>48.7</td>
<td>51.3</td>
</tr>
<tr>
<td>1960</td>
<td>14,543</td>
<td>7,007</td>
<td>7,536</td>
<td>48.2</td>
<td>51.8</td>
</tr>
</tbody>
</table>

Source: U. S. Censuses of Population

Table 4
HARALSON COUNTY POPULATION BY AGE,
1910-1960

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>0-4</td>
<td>1,686</td>
<td>1,554</td>
<td>1,749</td>
<td>1,482</td>
<td>12.7</td>
<td>10.8</td>
<td>12.0</td>
<td>10.2</td>
</tr>
<tr>
<td>5-14</td>
<td>3,428</td>
<td>3,263</td>
<td>3,083</td>
<td>2,984</td>
<td>25.9</td>
<td>22.7</td>
<td>21.0</td>
<td>20.5</td>
</tr>
<tr>
<td>15-24</td>
<td>2,644</td>
<td>2,850</td>
<td>2,362</td>
<td>2,184</td>
<td>19.9</td>
<td>19.8</td>
<td>16.1</td>
<td>15.0</td>
</tr>
<tr>
<td>25-34</td>
<td>1,610</td>
<td>2,131</td>
<td>2,056</td>
<td>1,825</td>
<td>12.1</td>
<td>14.8</td>
<td>14.0</td>
<td>12.6</td>
</tr>
<tr>
<td>35-44</td>
<td>1,374</td>
<td>1,630</td>
<td>1,953</td>
<td>1,854</td>
<td>10.4</td>
<td>11.3</td>
<td>13.3</td>
<td>12.7</td>
</tr>
<tr>
<td>45-54</td>
<td>1,052</td>
<td>1,260</td>
<td>1,351</td>
<td>1,700</td>
<td>7.9</td>
<td>8.8</td>
<td>9.2</td>
<td>11.7</td>
</tr>
<tr>
<td>55-64</td>
<td>775</td>
<td>856</td>
<td>1,028</td>
<td>1,145</td>
<td>5.9</td>
<td>6.0</td>
<td>7.0</td>
<td>7.9</td>
</tr>
<tr>
<td>65 and over</td>
<td>690</td>
<td>833</td>
<td>1,081</td>
<td>1,369</td>
<td>5.2</td>
<td>5.8</td>
<td>7.4</td>
<td>9.4</td>
</tr>
<tr>
<td>Unknown</td>
<td>4</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>13,263</td>
<td>14,377</td>
<td>14,663</td>
<td>14,543</td>
<td>100.0</td>
<td>100.0</td>
<td>100.0</td>
<td>100.0</td>
</tr>
</tbody>
</table>

1/ Censuses of 1910 and 1920 do not give information by comparable age groups by county.

Source: U.S. Censuses of Population
Table 5
SELECTED AGE-GROUP COMPARISONS, 1940-1960

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Haralson County</th>
<th>Metropolitan Atlanta</th>
<th>State of Georgia</th>
<th>United States</th>
</tr>
</thead>
<tbody>
<tr>
<td>1940</td>
<td>19.8</td>
<td>18.9</td>
<td>20.3</td>
<td>18.2</td>
</tr>
<tr>
<td>1950</td>
<td>16.1</td>
<td>15.9</td>
<td>16.5</td>
<td>14.7</td>
</tr>
<tr>
<td>1960</td>
<td>15.0</td>
<td>14.3</td>
<td>15.3</td>
<td>13.4</td>
</tr>
<tr>
<td>Change 1940-60</td>
<td>-4.8</td>
<td>-4.6</td>
<td>-5.0</td>
<td>-4.8</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Age 65 and over</th>
<th>Haralson County</th>
<th>Metropolitan Atlanta</th>
<th>State of Georgia</th>
<th>United States</th>
</tr>
</thead>
<tbody>
<tr>
<td>1940</td>
<td>5.8</td>
<td>4.9</td>
<td>5.1</td>
<td>6.8</td>
</tr>
<tr>
<td>1950</td>
<td>7.4</td>
<td>6.4</td>
<td>6.4</td>
<td>8.2</td>
</tr>
<tr>
<td>1960</td>
<td>9.4</td>
<td>6.5</td>
<td>7.4</td>
<td>9.2</td>
</tr>
<tr>
<td>Change 1940-60</td>
<td>3.6</td>
<td>1.6</td>
<td>2.3</td>
<td>2.4</td>
</tr>
</tbody>
</table>

Source: U.S. Censuses of Population

Table 6 looks more closely at this vital 15-24 age group, which includes the young people leaving school and entering the labor market. In this table the 5-14 age group has been followed through to the next census when it becomes the 15-24 group. Similar trends can be seen for both the 1940-1950 change and the 1950-1960 change.

The decline in the U.S. figures is due chiefly to men in the 15-24 age group being abroad in the armed forces. This factor also applies to the other areas shown, and the Atlanta figures should also exclude those students who are in the area only temporarily to attend institutions of higher education. These modifications, however, would not alter the overall picture of the changes taking place. Youngsters leaving school and entering the labor force are unable to find work in predominantly rural counties such as Haralson and are attracted by the job opportunities in big cities such as Atlanta. The net result for the state of Georgia is a continuing loss of potential workers.
Table 6
THE SHIFTING PATTERN OF POPULATION REACHING WORKING AGE

<table>
<thead>
<tr>
<th></th>
<th>Haralson County</th>
<th>Metropolitan Atlanta</th>
<th>State of Georgia</th>
<th>United States</th>
</tr>
</thead>
<tbody>
<tr>
<td>1940, Age 5-14</td>
<td>3,263</td>
<td>92,962</td>
<td>644,065</td>
<td>22,534,378</td>
</tr>
<tr>
<td>1950, Age 15-24</td>
<td>2,362</td>
<td>115,743</td>
<td>567,999</td>
<td>22,220,676</td>
</tr>
<tr>
<td>Change: Persons</td>
<td>-901</td>
<td>+22,781</td>
<td>-76,066</td>
<td>-313,702</td>
</tr>
<tr>
<td>Percent</td>
<td>-27.6</td>
<td>+24.5</td>
<td>-11.8</td>
<td>-1.4</td>
</tr>
<tr>
<td>1950, Age 5-14</td>
<td>3,083</td>
<td>112,279</td>
<td>666,501</td>
<td>24,429,601</td>
</tr>
<tr>
<td>1960, Age 15-24</td>
<td>2,184</td>
<td>114,979</td>
<td>602,765</td>
<td>24,020,004</td>
</tr>
<tr>
<td>Change: Persons</td>
<td>-899</td>
<td>+32,700</td>
<td>-63,736</td>
<td>-409,597</td>
</tr>
<tr>
<td>Percent</td>
<td>-29.2</td>
<td>+29.1</td>
<td>-9.6</td>
<td>-1.7</td>
</tr>
</tbody>
</table>

Source: U.S. Censuses of Population

The 15-24 age group also shows major losses after a 10-year period when it has become the 25-34 group. Trends of this and other 10-year age groups can be seen in Table 4 by following the groups down one step for each census year -- bearing in mind the increasing death rate likely in the older groups.

Table 7 gives the years of school completed by persons 25 years old and over for the years 1950 and 1960. The education of the county population has improved over the past decade, with the median number of school years completed by persons 25 years and over increasing from 7.8 to 8.5 for the white population and 6.0 to 6.5 for Negroes. These figures would be higher were it not for the migration out of the county -- it is the better educated portion of the population that can compete successfully for jobs elsewhere.

Even with this modification in mind, there are still too many children dropping out of school with an inadequate education. Over 58% of persons 25 years and over living in the county in 1960 had never been to high school.
Table 7
YEARS OF SCHOOL COMPLETED BY PERSONS 25 YEARS AND OVER, HARALSON COUNTY, 1950 and 1960

<table>
<thead>
<tr>
<th>Persons 25 years and over</th>
<th>1950</th>
<th>1960</th>
<th>As Percent of Persons 25 Years and Over</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Non-White</td>
<td>White</td>
<td>Non-White</td>
</tr>
<tr>
<td>No. school years completed</td>
<td>6,780</td>
<td>585</td>
<td>7,384</td>
</tr>
<tr>
<td>Elementary: 1-4</td>
<td>180</td>
<td>40</td>
<td>183</td>
</tr>
<tr>
<td>5 and 6</td>
<td>1,050</td>
<td>170</td>
<td>823</td>
</tr>
<tr>
<td>7</td>
<td>1,205</td>
<td>150</td>
<td>1,183</td>
</tr>
<tr>
<td>8</td>
<td>1,135</td>
<td>60</td>
<td>994</td>
</tr>
<tr>
<td>High school: 1-3</td>
<td>1,050</td>
<td>150</td>
<td>986</td>
</tr>
<tr>
<td>4</td>
<td>1,245</td>
<td>60</td>
<td>1,560</td>
</tr>
<tr>
<td>College: 1-3</td>
<td>235</td>
<td>--</td>
<td>336</td>
</tr>
<tr>
<td>4 or more</td>
<td>135</td>
<td>10</td>
<td>235</td>
</tr>
<tr>
<td>Not reported</td>
<td>70</td>
<td>10</td>
<td>()</td>
</tr>
<tr>
<td>Median school years completed</td>
<td>7.8</td>
<td>6.0</td>
<td>8.5</td>
</tr>
</tbody>
</table>

\(^1/\) Data not available by county for earlier years.

\(^2/\) Total reported.

Source: U.S. Censuses of Population
II. EMPLOYMENT AND LABOR FORCE

The employed labor force in Haralson County increased by nearly 1,000 persons between 1940 and 1960 (Table 8). Total employment in 1950 was actually higher than in 1960, but the increasingly heavy losses in agriculture nullified some of the gains that had been made.

Table 8
HARALSON COUNTY LABOR FORCE, 1940-1960
(By Place of Residence)

<table>
<thead>
<tr>
<th>Total</th>
<th>1940</th>
<th>1950</th>
<th>1960</th>
<th>1940-60 Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number</td>
<td>9,880</td>
<td>10,133</td>
<td>10,337</td>
<td>457</td>
</tr>
<tr>
<td>Percent</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Labor force</td>
<td>5,065</td>
<td>5,767</td>
<td>5,655</td>
<td>590</td>
</tr>
<tr>
<td>Employed</td>
<td>4,426</td>
<td>5,603</td>
<td>5,383</td>
<td>957</td>
</tr>
<tr>
<td>Unemployed</td>
<td>639</td>
<td>164</td>
<td>272</td>
<td>-367</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Male</th>
<th>1940-60 Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number</td>
<td>Percent</td>
</tr>
<tr>
<td>Persons 14 yrs. and over</td>
<td>4,865</td>
</tr>
<tr>
<td>Labor force</td>
<td>3,850</td>
</tr>
<tr>
<td>Employed</td>
<td>3,359</td>
</tr>
<tr>
<td>Unemployed</td>
<td>491</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Female</th>
<th>1940-60 Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number</td>
<td>Percent</td>
</tr>
<tr>
<td>Persons 14 yrs. and over</td>
<td>5,015</td>
</tr>
<tr>
<td>Labor force</td>
<td>1,215</td>
</tr>
<tr>
<td>Employed</td>
<td>1,067</td>
</tr>
<tr>
<td>Unemployed</td>
<td>148</td>
</tr>
</tbody>
</table>

Source: U.S. Censuses of Population

The composition of the labor force changed during this period, however, with the number of employed women in 1960 almost double that of 1940, while the number of employed men actually decreased. Most of the lost farming jobs had been held by men, while many of the jobs which opened up were in garment and textile factories employing a preponderance of women. Thus the
increase in the total number of employed persons disguises the fact that men displaced from farms and young men leaving school had to look outside their home county for work -- leading to the heavy out-migration discussed in Chapter 1.

Tables 9 and 10 show this variation in employment between 1940 and 1960 by type of industry. In 1940 nearly half the working population was employed in agriculture; by 1960 this proportion had dropped to 7%. During the same period manufacturing increased from 23.2% to 49.3% with a gain of 1,600 employees -- compared with the agricultural loss of nearly 1,800. Over 70% of the manufacturing increase was in apparel and textiles, with only limited gains in other categories.

Table 9
HARALSON COUNTY EMPLOYMENT, 1940-50-60
(By Place of Residence)

<table>
<thead>
<tr>
<th>Employees</th>
<th>Percent Distribution</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1940</td>
</tr>
<tr>
<td>Agriculture</td>
<td>2,157</td>
</tr>
<tr>
<td>Forestry, fisheries, mining</td>
<td>5</td>
</tr>
<tr>
<td>Construction</td>
<td>113</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>1,009</td>
</tr>
<tr>
<td>Transportation, communications, utilities</td>
<td>132</td>
</tr>
<tr>
<td>Wholesale trade</td>
<td>31</td>
</tr>
<tr>
<td>Retail trade</td>
<td>305</td>
</tr>
<tr>
<td>Finance, insurance, real estate</td>
<td>17</td>
</tr>
<tr>
<td>Services and miscellaneous</td>
<td>588</td>
</tr>
<tr>
<td>Not reported</td>
<td>69</td>
</tr>
<tr>
<td>Total</td>
<td>4,426</td>
</tr>
</tbody>
</table>

1/ Total reported.

Source: U.S. Censuses of Population
These figures are by place of residence rather than place of work and include some commuters traveling to work outside their home county. The Georgia Department of Labor has made estimates for April 1959 and January 1962 of workers whose place of employment is Haralson County (Table 11). The classifications used are in some respects not comparable with those of the Census, but some general conclusions can be drawn from a comparison of the figures with those for 1960 in Tables 9 and 10, when added to available data on commuting patterns.

### Table 10

**HARALSON COUNTY EMPLOYMENT IN MANUFACTURING, 1940-50-60**

(By Place of Residence)

<table>
<thead>
<tr>
<th>Employees</th>
<th>Percent Distribution</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1940</td>
</tr>
<tr>
<td>Food</td>
<td>18</td>
</tr>
<tr>
<td>Textiles</td>
<td>95</td>
</tr>
<tr>
<td>Apparel</td>
<td>721</td>
</tr>
<tr>
<td>Furniture, lumber and wood</td>
<td>149</td>
</tr>
<tr>
<td>Printing and publishing</td>
<td>11</td>
</tr>
<tr>
<td>Chemicals</td>
<td>3</td>
</tr>
<tr>
<td>Primary &amp; fabricated metals</td>
<td>2</td>
</tr>
<tr>
<td>Machinery except electrical</td>
<td>1</td>
</tr>
<tr>
<td>Electrical machinery and equipment</td>
<td>--</td>
</tr>
<tr>
<td>Transportation equipment</td>
<td>1</td>
</tr>
<tr>
<td>Other</td>
<td>8</td>
</tr>
<tr>
<td>Total</td>
<td>1,009</td>
</tr>
</tbody>
</table>

Source: U.S. Censuses of Population

Roughly 900 people live in Haralson County but work elsewhere. Most of them travel to either Carroll or Cobb counties; some travel to Polk, Fulton and DeKalb counties and a few travel to other nearby counties. There is also a counter trend with an almost equivalent number of people traveling into Haralson County to work. The majority of these are from Carroll County, working in the apparel factories.
### Table 11

**HARALSON COUNTY EMPLOYMENT**  
(By Place of Work)

<table>
<thead>
<tr>
<th>Nonfarm:</th>
<th>April 1959</th>
<th>January 1962</th>
</tr>
</thead>
<tbody>
<tr>
<td>Farm and forestry</td>
<td>630</td>
<td>410</td>
</tr>
<tr>
<td>Wages and salary workers, except domestics:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Construction</td>
<td>60</td>
<td>120</td>
</tr>
<tr>
<td>Manufacturing:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Apparel and other finished textile products</td>
<td>2,190</td>
<td>2,590</td>
</tr>
<tr>
<td>Lumber and wood products, except furniture</td>
<td>60</td>
<td>70</td>
</tr>
<tr>
<td>Metals and machinery</td>
<td>--</td>
<td>110</td>
</tr>
<tr>
<td>All other manufacturing</td>
<td>470</td>
<td>570</td>
</tr>
<tr>
<td>(Total manufacturing)</td>
<td>(2,720)</td>
<td>(3,340)</td>
</tr>
<tr>
<td>Transportation, communications, utilities</td>
<td>130</td>
<td>140</td>
</tr>
<tr>
<td>Wholesale and retail trade</td>
<td>320</td>
<td>380</td>
</tr>
<tr>
<td>Finance, insurance, real estate</td>
<td>40</td>
<td>50</td>
</tr>
<tr>
<td>Service</td>
<td>120</td>
<td>160</td>
</tr>
<tr>
<td>Government</td>
<td>430</td>
<td>460</td>
</tr>
<tr>
<td>All other non-manufacturing</td>
<td>--</td>
<td>10</td>
</tr>
<tr>
<td>Self-employed, unpaid family workers and domestics</td>
<td>680</td>
<td>670</td>
</tr>
<tr>
<td>Total employed</td>
<td>5,130</td>
<td>5,740</td>
</tr>
</tbody>
</table>

**Source:** Georgia Department of Labor

Commuters from Haralson to counties as far away as Cobb, Fulton and DeKalb find some compensation in more attractive wages. Table 12 gives wage rates offered during the first quarter of 1962 in Atlanta compared with those of Haralson County. Very few workers, however, are employed in the higher wage industries, either within their home county or elsewhere. In 1960 only about 6% of all manufacturing employees worked in chemicals, metals, machinery, or transportation equipment.
Table 12
COMPARATIVE WAGE RATES IN HARALSON COUNTY AND ATLANTA
(First Quarter, 1962)

<table>
<thead>
<tr>
<th></th>
<th>Haralson County</th>
<th>Non-Union</th>
<th>Union 1/</th>
</tr>
</thead>
<tbody>
<tr>
<td>Carpenter</td>
<td>$1.50 - $2.25 hr.</td>
<td>$1.75 - $2.75 hr.</td>
<td>$3.25 - $4.00 hr.</td>
</tr>
<tr>
<td>Electrician</td>
<td>2.25 - 3.50 hr.</td>
<td>2.25 - 2.75 hr.</td>
<td>2.75 - 3.25 hr.</td>
</tr>
<tr>
<td>Plumber</td>
<td>2.50 - 3.75 hr.</td>
<td>2.50 - 3.00 hr.</td>
<td>3.25 - 4.00 hr.</td>
</tr>
<tr>
<td>Painter</td>
<td>1.75 - 2.25 hr.</td>
<td>1.75 - 2.50 hr.</td>
<td>2.25 - 2.85 hr.</td>
</tr>
<tr>
<td>Laborers, common</td>
<td>1.15 - 1.35 hr.</td>
<td>1.15 - 1.50 hr.</td>
<td>1.38 - 2.00 hr.</td>
</tr>
<tr>
<td>Machinist</td>
<td>1.80 - 2.25 hr.</td>
<td>2.25 - 2.75 hr.</td>
<td>2.75 - 3.25 hr.</td>
</tr>
<tr>
<td>Mechanic, maintenance</td>
<td>1.75 - 2.25 hr.</td>
<td>2.00 - 2.75 hr.</td>
<td>2.57 - 3.09 hr.</td>
</tr>
<tr>
<td>Welder</td>
<td>1.75 - 2.25 hr.</td>
<td>1.50 - 2.00 hr.</td>
<td>2.42 - 3.09 hr.</td>
</tr>
<tr>
<td>Clerk, office</td>
<td>45.00 - 55.00 wk.</td>
<td>50.00 - 70.00 wk.</td>
<td></td>
</tr>
<tr>
<td>Secretary</td>
<td>50.00 - 65.00 wk.</td>
<td>75.00 - 95.00 wk.</td>
<td></td>
</tr>
</tbody>
</table>

1/ Production workers -- not construction.

Source: Georgia Department of Labor
III. FORECAST OF FUTURE TRENDS IN POPULATION AND EMPLOYMENT

It is not realistic to make forecasts solely by mechanical projections of past trends without taking into account the changing patterns of economic activity. Past performance is only one indicator -- basic factors of local resources and programs must be considered, as well as the way they might fit in with or be influenced by current regional trends.

Estimates of future economic developments, based on reasonable assumptions of various interrelated factors, can be proved wrong almost overnight by such things as the decision of a major manufacturer to settle in or near the area, the re-routing of a major highway, the building of a reservoir, or the discovery of new uses for certain raw materials. Such possibilities cannot be considered, however, where there is no present indication of their development.

A basic premise is, of course, that there will be no national upheaval due to any major military action. Given a stable national economy the following local developments are anticipated in Haralson County:

1. Manufacturing employment within the county will increase.
2. Commuting both into and out of Haralson will increase.
3. Agricultural employment will continue to decline, but at a much slower rate than in the past two decades.

The growth of manufacturing employment is the dynamic factor in current economic development. New factory jobs pull in or retain workers and their families, and the growing population creates a demand for increased services and facilities.

Local leadership and determination in Haralson County have already overcome various industrial site problems, and continued expansion of local industries can be expected, together with the location of some new manufacturers.

Another encouraging factor is the establishment of the vocational-technical school in Rome. Unskilled and semi-skilled workers will now have an opportunity to train for more highly skilled work. Every encouragement should be offered to the unemployed, to youngsters leaving school, and to workers employed below their potential capabilities to learn the more
technical skills that command higher wages. Available skilled labor will be of prime importance in the attraction of industry to the county.

At present the number of people traveling into Haralson County to work is roughly equivalent to the number of local residents commuting to jobs outside. Both types of commuting are likely to increase, especially when Interstate 20 is completed.

The anticipated increase in local manufacturing and commuting will mean a growing population which, in turn, will create more local jobs in construction, trade, utilities and all types of services. By 1980 manufacturing employees are expected to number about 4,100, with a total labor force of 8,300. Less than 3% of this total will be employed in agriculture.

Population in the county will increase to approximately 22,000, an overall gain of over 50% for the 20 years between 1960 and 1980 -- compared with a net increase of just over 1% in the 20 years prior to 1960.

These forecasts are summarized in Table 13.

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>Number</td>
</tr>
<tr>
<td>Manufacturing employment</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(by place of residence)</td>
<td>2,607</td>
<td>4,100</td>
<td>1,493</td>
</tr>
<tr>
<td>Total labor force</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(by place of residence)</td>
<td>5,655</td>
<td>8,300</td>
<td>2,645</td>
</tr>
<tr>
<td>Total population</td>
<td>14,543</td>
<td>22,000</td>
<td>7,457</td>
</tr>
</tbody>
</table>
HARALSON COUNTY, GEORGIA
ECONOMIC ANALYSIS STUDY

PART II
AN ANALYSIS OF INCOME AND RETAIL AND WHOLESALE TRADE

COOSA VALLEY AREA PLANNING AND DEVELOPMENT COMMISSION

REVIEW
PATENT 11-19 1963 BY
FORMAT 11-21 1963 BY
HARALSON COUNTY, GEORGIA
ECONOMIC ANALYSIS STUDY

Part II
AN ANALYSIS OF INCOME AND RETAIL AND WHOLESALE TRADE

Prepared under Contract with the
COOSA VALLEY AREA PLANNING AND DEVELOPMENT COMMISSION
Box 1424 Rome, Georgia

by

Northwest Georgia Branch
Industrial Development Division
Engineering Experiment Station
GEORGIA INSTITUTE OF TECHNOLOGY
Box 1261 Rome, Georgia

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Georgia Department of Industry and Trade
100 State Capitol, Atlanta 3, Georgia
July 1963
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Foreword and Acknowledgments

This report is one of a series of more than 60 being prepared by staff members of the Industrial Development Division as part of a contract which the Division is carrying out for the Coosa Valley Area Planning and Development Commission. The overall series is, in turn, part of the broader program of research and technical assistance which Georgia Tech, through the Division's Northwest Georgia Branch, is carrying out on the Coosa Valley area's industrial and economic potentials.

Through the combination of research and technical assistance with local and area development problems, the present program is designed not only to identify and analyze the area's development needs, but to provide the guidance and "follow through" necessary to see that those needs are met and that the potentials identified are actually developed.

This particular report was authored by Mrs. Amy Collins, economist on the Division's Atlanta staff. Assistance in the supplying of needed data which were available only in the study area was provided by Mr. James R. Wyatt, head, Mr. Ted St. Clair, assistant head, Mr. Wallace Bishop and Mr. Jerry Bange of the Northwest Georgia Branch. As with other aspects of the program, specialists among the more than 30 full-time staff members in Atlanta are called upon as necessary to support the four professional staff members who reside in Rome in order to better serve the Coosa Valley area.

Comments and questions regarding the study are invited.

Kenneth C. Wagner, Chief
Industrial Development Division
GEORGIA INSTITUTE OF TECHNOLOGY
I. RETAIL AND WHOLESALE TRADE

Retail trade figures for Haralson County are summarized in Table 1. Retail sales have increased at a much faster rate than the population which, with continued out-migration, remained almost at a standstill between 1940 and 1960. (See Part I for further details on population.) Part of the growth in dollar volume of sales can be attributed to inflation, but if the 1939 figures are converted to 1958 dollar values ($3,688,000) the increase over the 19 years between 1939 and 1958 is 164%. This compares with a 20-year net increase in population between 1940 and 1960 of only 1%.

Table 1
HARALSON COUNTY RETAIL TRADE, 1939-1958

<table>
<thead>
<tr>
<th>Year</th>
<th>Number of establishments</th>
<th>Sales (in thousands)</th>
<th>Payroll (in thousands)</th>
<th>Employees</th>
</tr>
</thead>
<tbody>
<tr>
<td>1939</td>
<td>122</td>
<td>$1,774</td>
<td>$82</td>
<td>143</td>
</tr>
<tr>
<td>1948</td>
<td>169</td>
<td>$6,390</td>
<td>$533</td>
<td>369</td>
</tr>
<tr>
<td>1954</td>
<td>147</td>
<td>$8,806</td>
<td>$593</td>
<td>336</td>
</tr>
<tr>
<td>1958</td>
<td>182</td>
<td>$9,730</td>
<td>$699</td>
<td>320</td>
</tr>
</tbody>
</table>

Source: U.S. Censuses of Business, Retail Trade

Employed persons (with a higher proportion of the population at work) increased by 21.6% (Table 8, Part I) -- still a long way behind the gain in retail sales. This growth in retailing stems from the change in the type of job held rather than the total employment, although the increased number of people at work obviously increased the total purchasing power of the community. As mentioned in Part I, very few workers are employed in the higher-wage industries, but many of them now receive more money than they did 20 years ago because of the switch from agricultural to non-agricultural jobs.

Table 2 gives the Census information on retail sales by kind of business and shows to what extent the local tradespeople benefited from the increase in spending power.
The most noticeable growth was in food store sales, which increased from $321,000 in 1939 to $2,266,000 in 1958, an increase of over 600%. Allowing for inflation (the 1939 sales in terms of 1958 dollars would be approximately $667,000), this increase becomes 240% -- still remarkable in a county where the population gained only 166 persons between 1940 and 1960. With increased pay, of course, individual families buy more expensive luxury foods, but the basic cause of the increased food sales again stems from the drop in agricultural employment. Farm workers buy a minimum of food from stores -- their low money earnings are supplemented by payments in kind from the land. In Haralson County in 1940 less than two-thirds of the products harvested were actually sold; the rest were either consumed or traded by the farmer and his hands. But nearly 1,800
people left agricultural work between 1940 and 1960 -- and had to turn to the stores to buy food supplies for themselves and their families.

Automotive dealers also had major gains. In addition to the nation-wide boom in private car travel, many residents of Haralson County must have had greatly increased travel costs as they sought new jobs, and those who decided to commute some miles to work rather than move their homes continued to boost car and gasoline sales.

By 1960 these three types of stores (food, automotive dealers and service stations) accounted for over half the retail sales in the county.

All other categories showed gains over the 19-year period, though sales of some stores fluctuated in the intervening years. Local stores, particularly those selling major items of general merchandise, apparel, furniture and appliances, face continuing competition from the department stores and specialty shops of Atlanta. In spite of the distance involved, the ease of car travel encourages shopping trips to the big sales, where bargain hunters are offered a wide choice combined with easy credit terms that smaller local stores cannot provide.

Census information on wholesaling operations is limited (Table 3). In 1939 there were only two establishments, but no information is available on their volume of business. By 1958 there were nine wholesalers and sales had grown as the increase in retailing pulled more commodities through local distribution channels. Food, building materials and petroleum products form the bulk of local wholesaling, with the shipment of most other items controlled by the big wholesale houses in Atlanta.
<table>
<thead>
<tr>
<th></th>
<th>1939</th>
<th>1948</th>
<th>1954</th>
<th>1958</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Establishments</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Merchant wholesalers</td>
<td>N/A</td>
<td>3</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>Other operating types</td>
<td>N/A</td>
<td>2</td>
<td>1</td>
<td>4</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>2</td>
<td>5</td>
<td>6</td>
<td>9</td>
</tr>
<tr>
<td><strong>Sales (000)</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Merchant wholesalers</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>$2,477</td>
</tr>
<tr>
<td>Other operating types</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>$1,505</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>N/A</td>
<td>$1,630</td>
<td>N/A</td>
<td>$3,982</td>
</tr>
<tr>
<td><strong>Payroll (000)</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>N/A</td>
<td>$51</td>
<td>N/A</td>
<td>N/A</td>
<td>$183</td>
</tr>
<tr>
<td>Employees</td>
<td>N/A</td>
<td>24</td>
<td>N/A</td>
<td>51</td>
</tr>
</tbody>
</table>

N/A Not available

Source: U.S. Censuses of Business, Wholesale Trade
II. SOURCES OF INCOME

Although 49.5% of the workers in Haralson County in 1940 were employed in agriculture (Table 9, Part I), the low cash return from the industry reduced its importance as a source of money income to 28.6% (Table 4). By 1960 only 7.0% of all workers were employed on farms, and agriculture as a source of income dropped to 2.3%.

Table 4
HARALSON COUNTY INCOME SOURCES, 1939, 1947 AND 1959

<table>
<thead>
<tr>
<th></th>
<th>1939</th>
<th>1947</th>
<th>1959</th>
</tr>
</thead>
<tbody>
<tr>
<td>Farm:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Proprietors</td>
<td>24.2%</td>
<td>8.3%</td>
<td>1.9%</td>
</tr>
<tr>
<td>Other workers</td>
<td>4.4</td>
<td>1.5</td>
<td>.4</td>
</tr>
<tr>
<td>Non-farm</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Proprietors</td>
<td>12.2</td>
<td>11.3</td>
<td>12.7</td>
</tr>
<tr>
<td>Salary and wage earners:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Manufacturing</td>
<td>26.8</td>
<td>46.6</td>
<td>40.9</td>
</tr>
<tr>
<td>Construction</td>
<td>1.7</td>
<td>1.6</td>
<td>6.0</td>
</tr>
<tr>
<td>Transportation, communications and public utilities</td>
<td>8.8</td>
<td>4.8</td>
<td>4.0</td>
</tr>
<tr>
<td>Government</td>
<td>4.2</td>
<td>7.0</td>
<td>7.1</td>
</tr>
<tr>
<td>Trade, finance, services and miscellaneous</td>
<td>9.6</td>
<td>8.4</td>
<td>16.3</td>
</tr>
<tr>
<td>Miscellaneous (rents, dividends, interest, pensions, etc.)</td>
<td>8.1</td>
<td>10.5</td>
<td>10.7</td>
</tr>
<tr>
<td>Total Money Income</td>
<td>100.0%</td>
<td>100.0%</td>
<td>100.0%</td>
</tr>
</tbody>
</table>


The number of manufacturing employees increased, but the bulk of the increase was in female workers in low-wage garment factories, modifying the comparative value of manufacturing as a source of income.
With a decreasing number of people in farm jobs, more members of the family working, and a general increase in wage levels, family income showed a marked improvement. Table 5 shows the money income received by Haralson County families by income ranges for 1949 and 1959. In 1949, 58.0% of all families had incomes of less than $2,000. By 1959 this proportion had dropped to 25.5%. Part of this change can be attributed to inflation, but if Haralson County median family income of $1,665 for 1949 is converted to 1959 dollars, the resultant $2,036 is only 54% of the 1959 median income of $3,767.

Table 5
HARALSON COUNTY FAMILY INCOME DISTRIBUTION, 1949-1959
(Money Income)

<table>
<thead>
<tr>
<th>Income Range</th>
<th>Number of Families</th>
<th>Percent Distribution</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under $1,000</td>
<td>1,250</td>
<td>36.1%</td>
</tr>
<tr>
<td>$1,000 - $1,999</td>
<td>760</td>
<td>21.9%</td>
</tr>
<tr>
<td>$2,000 - $2,999</td>
<td>630</td>
<td>18.2%</td>
</tr>
<tr>
<td>$3,000 - $3,999</td>
<td>375</td>
<td>10.8%</td>
</tr>
<tr>
<td>$4,000 - $4,999</td>
<td>220</td>
<td>6.4%</td>
</tr>
<tr>
<td>$5,000 - $5,999</td>
<td>125</td>
<td>3.6%</td>
</tr>
<tr>
<td>$6,000 - $6,999</td>
<td>60</td>
<td>1.7%</td>
</tr>
<tr>
<td>$7,000 - $7,999</td>
<td>243</td>
<td>6.4%</td>
</tr>
<tr>
<td>$8,000 - $8,999</td>
<td>30</td>
<td>.9%</td>
</tr>
<tr>
<td>$9,000 - $9,999</td>
<td>91</td>
<td>2.4%</td>
</tr>
<tr>
<td>$10,000 - $14,999</td>
<td>118</td>
<td>3.1%</td>
</tr>
<tr>
<td>$15,000 - $24,999</td>
<td>20</td>
<td>.4%</td>
</tr>
<tr>
<td>$25,000 and over</td>
<td>34</td>
<td>.9%</td>
</tr>
<tr>
<td>Not reported</td>
<td>100</td>
<td>100.0%</td>
</tr>
<tr>
<td></td>
<td>3,570</td>
<td>100.0%</td>
</tr>
</tbody>
</table>

Median family income $1,665 $3,767

Source: U.S. Censuses of Population
This improvement in income is also shown in Tables 6 and 7 where the per capita total personal income for Haralson County is compared with that of Georgia and the U.S. Georgia still lags behind the U.S. in per capita income, and Haralson County still lags behind Georgia, but in both cases the relative position has improved. In 1939 Georgia's per capita income was only 56% of the U.S. By 1959 it had risen to 72%. During the same period per capita income in Haralson County changed from roughly one-third to two-thirds of that of the U.S. Compared with Georgia, Haralson income rose from 60% to 91% in the 20 years.

Converted to 1959 dollar values (Table 7) Haralson County's per capita income advanced by $1,028 between 1939 and 1959, a greater gain than either Georgia (with $907) or the U.S. (with $994).
Table 6

PER CAPITA PERSONAL INCOME 1/
HARALSON COUNTY, STATE OF GEORGIA AND THE UNITED STATES
1939, 1947 AND 1959

<table>
<thead>
<tr>
<th>Year</th>
<th>Haralson County</th>
<th>State of Georgia</th>
<th>United States</th>
</tr>
</thead>
<tbody>
<tr>
<td>1939</td>
<td>$187</td>
<td>$310</td>
<td>$556</td>
</tr>
<tr>
<td>1947</td>
<td>795</td>
<td>884</td>
<td>1,316</td>
</tr>
<tr>
<td>1959</td>
<td>1,420</td>
<td>1,557</td>
<td>2,160</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Year</th>
<th>Haralson County as % of Georgia</th>
<th>Georgia as % of U.S.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1939</td>
<td>60</td>
<td>56</td>
</tr>
<tr>
<td>1947</td>
<td>90</td>
<td>67</td>
</tr>
<tr>
<td>1949</td>
<td>91</td>
<td>72</td>
</tr>
</tbody>
</table>

1/ Income from all sources, including non-monetary income -- income received in kind rather than cash.

Source: Haralson County estimated. Georgia and U.S. from "Survey of Current Business" and "Personal Income by States" (supplement to "Survey of Current Business").

Table 7

PER CAPITA PERSONAL INCOME IN 1959 DOLLARS
HARALSON COUNTY, STATE OF GEORGIA AND THE UNITED STATES
1939, 1947 AND 1959

<table>
<thead>
<tr>
<th>Year</th>
<th>Haralson County</th>
<th>State of Georgia</th>
<th>United States</th>
</tr>
</thead>
<tbody>
<tr>
<td>1939</td>
<td>$392</td>
<td>$650</td>
<td>$1,166</td>
</tr>
<tr>
<td>1947</td>
<td>1,037</td>
<td>1,154</td>
<td>1,718</td>
</tr>
<tr>
<td>1959</td>
<td>1,420</td>
<td>1,557</td>
<td>2,160</td>
</tr>
</tbody>
</table>

Increase (Amount)

<table>
<thead>
<tr>
<th>Year</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>1939-47</td>
<td>$645</td>
</tr>
<tr>
<td>1947-59</td>
<td>383</td>
</tr>
<tr>
<td>1939-59</td>
<td>1,028</td>
</tr>
</tbody>
</table>

Source: Data from Table 6, modified by Department of Labor Consumer Price Index
III. FORECAST OF FUTURE TRENDS IN INCOME AND TRADE

Reference has already been made in Part I of this series of reports to the hazards of estimating future economic activity. This is particularly true when the estimates are for a small area and over an extended period. Personal judgment then becomes a major factor in the interpretation of local trends as seen against the background of the economic growth of both the region and the nation.

On a regional and national basis personal income in all types of industry has been increasing steadily as a result of the growth in productivity per worker. The increased capital investment in Georgia and the South in general has enabled the southern worker to take part in this increased productivity, with the result that per capita incomes are slowly climbing toward the U.S. level. These general tendencies are expected to continue over the next 20 years.

The developments forecast for Haralson County in Part I led to a population estimate of 22,000 in 1980, with a labor force of some 8,300. The increase in employment automatically ensures an increase in the total income received by residents of the county. Of more significance, however, is per capita income, especially as it compares with income elsewhere. Tables 6 and 7 show the changes in per capita income in Haralson County as compared with the state of Georgia and the United States, with Haralson County improving its relative position as its dependence on agriculture decreased. The rate of improvement shown in the 1939 to 1947 period was not maintained in the second period shown, as employment in the low-wage apparel industry became dominant in Haralson, whereas Georgia developed on more diversified lines.

Although some small manufacturers in the higher-wage categories can be expected to settle in Haralson County during the next 20 years, apparel and textiles will still form a major part of the local economy. Highway improvements will make traveling easier, however, and skilled workers will be able to commute more readily to better paid jobs.

The effect of the national upward trend in wages, plus the influence of some higher-wage employment, should push the per capita income of the
county from $1,420 in 1959 to an estimated $2,260 in 1980, roughly 93% of the estimated Georgia figure of that date. These calculations are based on 1959 dollars -- no allowance is made for changes due to inflation. The total income received by Haralson County residents in 1980 on this basis will be $49.7 million, compared with less than $21 million in 1959.

Retail and wholesale trade will, of course, benefit from this increased supply of dollars. Local food stores should continue to grow with the population. So will drug stores, service stations, and all other establishments that sell goods or services where convenience is of prime importance. General merchandise, apparel, furniture and appliances will have more modest gains, as they will still face strong competition from the major shopping centers, department stores, mail-order stores and specialty shops of Atlanta.

Total retail sales in the county can be expected to reach some $25 million (in 1959 dollars) by 1980, and this should mean the development of some new stores as well as possible expansions of existing facilities.

Wholesale trade will grow more slowly. Local establishments will handle an increased volume of goods for retail distribution, but wholesale houses in Atlanta will control the shipment of many major items. By 1980 total sales should reach approximately $9 million.

These forecasts are summarized in Table 8.

Table 8
FORECAST OF HARALSON COUNTY INCOME AND TRADE, 1980

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>$ Amount</td>
</tr>
<tr>
<td>Per Capita income</td>
<td>$1,420</td>
<td>$2,260</td>
<td>$840</td>
</tr>
<tr>
<td>Total income</td>
<td>20,700,000</td>
<td>49,700,000</td>
<td>29,000,000</td>
</tr>
<tr>
<td>Total retail sales</td>
<td>9,730,000</td>
<td>25,000,000</td>
<td>15,270,000</td>
</tr>
<tr>
<td>Total wholesale sales</td>
<td>3,982,000</td>
<td>9,000,000</td>
<td>5,018,000</td>
</tr>
</tbody>
</table>

1/ Income for year 1959; retail and wholesale trade for year 1958.
2/ In 1959 dollars.
It must be emphasized that these forecasts, while based on assumptions that appear good at the present time, are purely hypothetical. They do, however, give some dimension to the anticipated pattern of economic development and form a reasonable base for discussion of the future problems and needs of the county.
HARALSON COUNTY, GEORGIA
ECONOMIC ANALYSIS STUDY

PART III
AN ANALYSIS OF EXISTING MANUFACTURERS

COOSA VALLEY AREA PLANNING AND DEVELOPMENT COMMISSION

REVIEW
PATENT 11-19  1963  BY...
FORMAT 11-21  1963  BY...
HARALSON COUNTY, GEORGIA
ECONOMIC ANALYSIS STUDY

Part III
AN ANALYSIS OF EXISTING MANUFACTURERS

Prepared under Contract with the
COOSA VALLEY AREA PLANNING AND DEVELOPMENT COMMISSION
Box 1424 Rome, Georgia

by

Northwest Georgia Branch
Industrial Development Division
Engineering Experiment Station
GEORGIA INSTITUTE OF TECHNOLOGY
Box 1261 Rome, Georgia

The preparation of this document was financially aided through a federal grant from the Urban Renewal Administration of the Housing and Home Finance Agency, under the Urban Planning Assistance Program authorized by Section 701 of the Housing Act of 1954, as amended.

Georgia Department of Industry and Trade
100 State Capitol, Atlanta 3, Georgia
July 1963
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Foreword and Acknowledgments

This report is one of a series of more than 60 being prepared by staff members of the Industrial Development Division as part of a contract which the Division is carrying out for the Coosa Valley Area Planning and Development Commission. The overall series is, in turn, part of the broader program of research and technical assistance which Georgia Tech, through the Division's Northwest Georgia Branch, is carrying out on the Coosa Valley area's industrial and economic potentials.

Through the combination of research and technical assistance with local and area development problems, the present program is designed not only to identify and analyze the area's development needs, but to provide the guidance and "follow through" necessary to see that those needs are met and that the potentials identified are actually developed.

This particular report was authored by Mr. James R. Wyatt, head, Mr. Ted St. Clair, assistant head, Mr. Wallace Bishop and Mr. Jerry Bange of the Northwest Georgia Branch. As with other aspects of the program, specialists among the more than 30 full-time staff members in Atlanta are called upon as necessary to support the four professional staff members who reside in Rome in order to better serve the Coosa Valley area.

Comments and questions regarding the study are invited.

Kenneth C. Wagner, Chief
Industrial Development Division
GEORGIA INSTITUTE OF TECHNOLOGY
SUMMARY

The largest employment within the manufacturing segment of the Haralson County economy is in apparel. This industry accounts for 80% of the 3,432 persons employed in manufacturing. There are five apparel firms in the county; one produces men's and boys' suits and sport coats, two firms make men's and boys' dress slacks, and two firms make staple white shirts.

Two of these apparel firms located in Bremen in the late 1920's and a third was established in the mid 30's. The other two apparel plants are relative newcomers, one having located in Buchanan in 1947 and the other in Tallapoosa in 1960.

The second largest manufacturing employment is in textiles. There is one textile firm in the county, which has been in operation since 1907. In 1943 this plant was purchased by a national manufacturer of thread and cotton yarns.

The third largest manufacturing employment in the county is in the fabricated metal products industry. The three firms in this category employ some 135 people, 119 of whom are male.

The balance of the county's total manufacturing employment (176 workers) is rather evenly distributed among a variety of industrial categories.

Two firms are classified in the rubber and miscellaneous plastics products category. These firms are located in Tallapoosa.

A national manufacturer of prestige plastics products located in Tallapoosa in 1959. This firm has two separate operations, one manufacturing paper poultry seals and the other, prestige plastics products.

There are two furniture and fixture manufacturers in the county -- one in Bremen and the other located in Tallapoosa.

Food and kindred products is the next largest category, employing some 22 people in three firms. These three firms began operations between 1945 and 1955.

Four firms comprise the printing, publishing, and allied industries category. Two of these firms publish weekly newspapers and do job printing. The other two shops do job printing. The Tallapoosa paper is home owned.
and operated, while the Bremen paper was recently purchased by a publishing company in Carrollton, a neighboring community.

There is one firm in the stone, clay and glass products industry. This plant manufactures ready-mix concrete and expects to start operating a concrete block plant in the fall of 1963. This company started in 1955 and became a branch of a larger Cedartown headquartered firm in 1960.

Next in terms of employment is the lumber industry, comprised of two firms.

There is one firm in the non-electrical machinery category, a general repair and machine shop.

Over one-half of the manufacturing firms in Haralson County have been established since 1945.

More than 25 different items are produced within the 11 major industrial classifications represented in the county.

One labor union represents manufacturing employees in two Haralson County plants.

Of the 25 firms in the county, 64% are "home grown."

The location of Haralson County in relation to Atlanta, Birmingham and other southern sources of raw materials has played a major role in the establishment of a high percentage of the existing industries. Local manufacturers are generally satisfied with present sources of raw materials, supplies and services.

Markets served by Haralson County manufacturers extend throughout the United States, although a large percentage of the finished products are sold in the southeastern markets.

Haralson County manufacturers occupy some 285 acres of land on which are located buildings containing 870,787 square feet. Approximately 26% of the total square footage in plants and facilities has been built during the five year period from 1958 through 1962.

There are possibilities for supporting manufacturers and service industries related to both the apparel and fabricated metal industries. Further study and a more detailed investigation will be needed to determine specific opportunities.

The future growth and expansion of metropolitan Atlanta and the southeastern United States as a market area will have a definite bearing on the industrial growth of Haralson County.
INTRODUCTION

This analysis was undertaken to study all aspects of existing manufacturing operations in Haralson County and, from the findings, to evaluate the industrial capabilities and possibilities of the county.

A thorough search throughout the county revealed 25 manufacturing operations being carried on in Bremen, Tallapoosa and Buchanan or in the immediate vicinity of one of these communities. All were individually surveyed with three exceptions, where the principals involved could not be reached or declined to cooperate. Certain assumptions, based on conservative estimates, have been made concerning these firms and incorporated in some of the totals used in this report.

In some cases detailed figures were omitted to avoid disclosure of individual company information which is confidential.

Data were compiled to develop a knowledge of the overall manufacturing base of Haralson County. Special emphasis was placed on employment, raw materials sources, origins, markets and distribution.

It should be noted that this analysis deals only with present day manufacturing firms and that no consideration has been given to other firms which have come and gone over the years.
I. HISTORY OF DEVELOPMENT

Haralson County was a boom county at the turn of the century, due to northern investments and activity generated by the mining of gold, silver and copper from the western hills of the county. The oldest existing firm, established in 1886, is a newspaper plant in the community of Tallapoosa. A second newspaper was established in 1902, in nearby Bremen. About this time the Southern Railway Company opened a line from Birmingham to Atlanta, thus leading to several large industries locating in the county.

In 1907 Tallapoosa Mills, a cotton garment thread mill, began operations. Purchased in 1943 by a national textile manufacturer, this was the only textile plant to remain open, after all others had closed down or moved to neighboring communities. It was not until the late 1920's and 1930's that four new manufacturers were located in the county. Three of these operations, all in the apparel field, located in Bremen, while the fourth, a furniture manufacturer, was established in Tallapoosa. The Tallapoosa newspaper, after being sold, was published in Bremen starting in 1929.

During the 1940's a sawmill-planing mill and a milk processor-distributor located in Tallapoosa. Buchanan acquired two industries during this period -- a sawmill-planing mill operation and a major maker of staple white shirts.

The decade of the 1950's saw the largest influx of industrial operations. Nine manufacturers, all producing different items, added greatly to the diversification of Haralson County industry. In 1951, a feed and custom grinding mill was located in Tallapoosa. Bremen acquired a custom cabinet and wood furniture operation in 1953. Two years later a bakery was established. A ready-mixed concrete and block plant also located in Bremen in 1955. In 1960 this operation became a branch plant of a larger firm in a neighboring city. The Tallapoosa newspaper, which was being published in Bremen, was purchased and moved back to Tallapoosa in 1956. A specialty stainless steel products company located in Bremen in 1957 and was merged as a division of a national tube and metal products company in 1961. Two rubber-oriented industries located in Tallapoosa, one in 1957 and the other in 1958. One
a division of a national firm, produces rubber compound, and the second manufactures tire tread and operates a small rubber reclaiming operation. In 1958 a national manufacturer of seals and prestige plastics products was established in Tallapoosa.

Three manufacturers located in the county in 1960 -- a job printing shop in Bremen and two larger industries in Tallapoosa. The latter firms were a prefabricated building plant and a contract apparel manufacturer, both of which located in an industrial district within the city limits of Tallapoosa.

In 1962 a subsidiary of an existing firm started operations in Tallapoosa, manufacturing tin cans for the packaging of sea food products.

Table 1 shows the number of manufacturing firms in Haralson County and value added by manufacture as of 1939, 1947, 1954, 1958 and 1962.

The 1958 Census reported 25 firms in operation in the county. This figure included seven firms in the lumber and wood products, except furniture, classification. At the time of this survey, only two firms in this industrial category were found to be in operation in the county. Of the five who are no longer in operation, two have ceased operations and the remaining three are presently receiving dressed lumber from out of state and are classified as retailers.

During the period 1958 through 1962 six firms, other than lumber and wood products manufacturers, established operations in the county. These firms have filled the slack which was caused by the loss of jobs and income when the sawmills closed.

<table>
<thead>
<tr>
<th>Year</th>
<th>Number of Firms</th>
<th>Value Added $(000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1939</td>
<td>7</td>
<td>*</td>
</tr>
<tr>
<td>1947</td>
<td>30</td>
<td>7,548</td>
</tr>
<tr>
<td>1954</td>
<td>18</td>
<td>14,928</td>
</tr>
<tr>
<td>1958</td>
<td>25</td>
<td>18,098</td>
</tr>
<tr>
<td>1962</td>
<td>25</td>
<td>N.A.</td>
</tr>
</tbody>
</table>

* Withheld to avoid disclosure of individual company data.

II. ORIGINS

Sixteen existing manufacturing firms in Haralson County are owned and operated by local citizens, three firms are branch plants which are headquartered in other Georgia cities, and six firms are branch operations of companies headquartered outside of the state of Georgia.

One of the large apparel manufacturers moved from the Atlanta area in the 1920's in order to avail itself of a less congested area in which to conduct business operations. Three branch plant operations and one local manufacturer were located in Tallapoosa due primarily to interest shown and assistance given by local development organizations. These groups either assisted in land purchase or the actual construction of buildings to the manufacturers' specifications. The lone textile manufacturer in the county purchased an existing plant from a Tallapoosa concern in 1943.

A majority of the 16 home owned and operated plants were established to satisfy a local market need or to fulfill a desire to "go into business for themselves."

III. LOCATION FACTORS

As has been mentioned earlier in this report the great majority of the manufacturing firms in the county has been founded by local citizens or by citizens of nearby communities.

The initial entry of the apparel industry was made by an Atlanta-based firm, which moved in order to avail itself of a less congested area. The establishment of this firm paved the way for three other apparel firms to move into the county. In 1960 a fifth plant located in Tallapoosa, serving primarily as a contract manufacturer to a Bremen apparel firm. Additional reasons for locating were the existence of an available building, trained people in this field, and good transportation.

Markets greatly influenced the location of both the rubber products industries and fabricated metal products industries.

The lumber manufacturers in the county were initially located to take advantage of timber resources in the area.
Several manufacturers who listed markets as a location factor also indicated raw materials were an important factor. The stone, clay and glass products firm located due to raw materials and to serve a need within the area.

Manufacturers listing both a market need and a personal desire to establish such industries were in food and kindred products, furniture and fixtures, newspaper publishing and machinery categories.

The textile manufacturer stated that the existence of an available building and production equipment was the reason for locating in the county.

IV. MANUFACTURING CATEGORIES AND PRODUCTS

There are 11 Standard Industrial Classification (SIC) major industry groups represented by the 25 manufacturing firms in Haralson County.

<table>
<thead>
<tr>
<th>Major Group</th>
<th>Description</th>
<th>Number of Firms</th>
</tr>
</thead>
<tbody>
<tr>
<td>20</td>
<td>Food and kindred products</td>
<td>3</td>
</tr>
<tr>
<td>22</td>
<td>Textile mill products</td>
<td>1</td>
</tr>
<tr>
<td>23</td>
<td>Apparel and other finished products</td>
<td>5</td>
</tr>
<tr>
<td>24</td>
<td>Lumber and wood products, except furniture</td>
<td>2</td>
</tr>
<tr>
<td>25</td>
<td>Furniture and fixtures</td>
<td>2</td>
</tr>
<tr>
<td>26</td>
<td>Paper and allied products</td>
<td>1</td>
</tr>
<tr>
<td>27</td>
<td>Printing, publishing and allied industries</td>
<td>4</td>
</tr>
<tr>
<td>30</td>
<td>Rubber and miscellaneous plastics products</td>
<td>2</td>
</tr>
<tr>
<td>32</td>
<td>Stone, clay and glass products</td>
<td>1</td>
</tr>
<tr>
<td>34</td>
<td>Fabricated metal products</td>
<td>3</td>
</tr>
<tr>
<td>35</td>
<td>Machinery, except electrical</td>
<td>1</td>
</tr>
</tbody>
</table>

Firms within the above categories manufacture such products as cotton yarn and thread, white staple shirts, tire tread, ready-mix concrete, newspapers and other printed matter, prefabricated buildings, stainless steel and specialty products, men's and boys' dress slacks, dressed lumber, bottled milk, feed, bedroom furniture, custom cabinets and store fixtures, metal cans, paper seals and prestige plastics products, and men's and boys' suits.
and sport coats.

V. EMPLOYMENT

Apparel

The apparel industry is the largest employer in Haralson County, employing 80% of the total manufacturing employment. Of the 2,749 people employed in the apparel industry, 2,267, or over 82%, are female employees.

There are few highly skilled people in the apparel industry. These include pattern makers, cutters, markers and machinists or sewing machine repair people.

All of the apparel plants reported satisfaction with the labor supply within Haralson County. Several employers voiced interest in the possible location of new industry which would employ predominantly male labor. This would provide a larger and more varied labor force of female workers.

Employees in two of the apparel plants are represented by the Amalgamated Clothing Workers of America, AFL - CIO. This is the only labor union representing employees in the county.

Textile

There is only one textile manufacturer in Haralson County. Of the company total employment, over 61% is male. This firm acquired the plant facilities and equipment of an existing manufacturer of threads and cotton yarns in 1943. Production and employment increased through 1952, at which time new equipment and technology made necessary a reduction in employment by almost one-half. Since the installation of new equipment, employment has remained rather constant.

Fabricated Metal Products

The three firms in this category have found Haralson County to be an ideal location in regard to labor, raw materials and markets. The three firms employ a total of 135 people, of whom 125 are male production employees.

Newspaper and Printing

There are four firms in the newspaper publishing and printing category. There are 11 persons employed within these four firms.

Three weekly newspapers are published within the county, one of which is a legal reporter.
Food and Kindred Products

There are three firms in the food and kindred products category, with a total employment of 22 persons. Turn-over of employees within these firms has been practically nil. Skilled people in this category are bakers, who are employed by the one bakery firm.

Others

There are fewer than three firms in each of the seven remaining manufacturing categories, accounting for a total of 10 concerns. Employment figures for these categories have been withheld to avoid disclosing confidential information. The 10 firms have a total employment of 140 persons and range in size from a one-man shop to one firm employing over 50 persons.

All 10 companies reported labor in the area to be good and easily trained on the job.

VI. MARKETS

Apparel

The majority of the apparel manufacturers have nationwide distribution of their products. The two staple white shirt firms ship primarily to their Atlanta warehouses for distribution to the national market.

A second manufacturing concern, which makes men's and boys' dress slacks, ships throughout the United States and to a very small overseas market. More than 60% of total shipments are by common carrier motor freight with the remainder by rail, air and bus.

A manufacturer of men's and boys' suits and sport coats distributes about 75% of its production to the Southeast and the balance to the remainder of the nation. Approximately 90% of this organization's products are shipped via its own trucks. This company has its own sales organization.

The Tallapoosa contract manufacturer is presently limiting production to contract work for another manufacturer in the county.

Textile

The textile manufacturer ships his finished thread and cotton yarn to a company-owned finishing mill in the Southeast for further processing.
All shipments are made by company trucks.

**Food and Kindred Products**

The majority of the food products manufactured are consumed within Haralson County. The bakery firm does distribute within a 50-mile radius and into the Atlanta area. The local dairy delivers only within the county and the feed mill supplies local farmers.

**Lumber and Wood Products**

Of the two saw and planing mills, both sell to individual customers and contractors within the county, while one also ships to contractors in other parts of the state.

**Furniture and Fixtures**

A cabinet and fixture shop in Bremen is serving a several-county market area within a radius of 100 miles. This firm is basically a custom cabinet maker and produces finished items for homeowners, businesses, and for building contractors.

A furniture manufacturer in the county has a market area limited primarily to the Southeast. Shipments are made by company trucks.

**Paper and Paper Products**

The firm in this category produces special poultry tags, which are fastened either with string or metal clips. The market area for these tags is the Southeast and West.

**Newspapers and Printing**

The three newspapers published in the county are primarily distributed throughout the county. Job printing in most cases is confined to the county.

**Rubber and Miscellaneous Plastics Products**

The rubber companies in the county are serving the southeastern area. The tire tread manufacturer receives some of its rubber compound from a rubber compound manufacturer, which is located in the same community. A firm which makes paper seals also makes special prestige plastics products. Distribution of these products is nationwide and international.

**Stone, Clay and Glass Products**

The market area served by the firm in this category is mainly Haralson County and several of the surrounding communities.
Fabricated Metal Products

There are three firms in the fabricated metal products category, two serving the southeastern market and one serving nationwide. One of the concerns, a prefabricated building firm, is located near the center of its sales area. The manufacturer of tin cans ships to seafood packers on the East and Gulf Coasts. The stainless steel products manufacturer has nationwide distribution, primarily to other manufacturers. This firm has some export business, amounting to about 7% of its total sales.

Machinery

The one firm in this category serves the immediate county area with general machine and repair work.

VII. RAW MATERIALS, SUPPLIES AND SERVICES

Apparel

The apparel plants secure most of their raw materials and supplies from mills in the southeastern states. In some cases, piece-goods, cloth and waist bands for pants are available from within the state of Georgia. Such items as zippers and buttons are received from areas other than the Southeast.

Two of the firms, one a shirt plant and the other a contract manufacturer, do no purchasing but receive raw materials from a central purchasing agent in the one case and a contract assigner in the other.

Textile

The textile firm receives its raw materials through its central purchasing agent and makes no direct purchases. Approximately 85% of the raw cotton is obtained from the western United States, and the remaining 15% is obtained from overseas.

Food and Kindred Products

A majority of the supplies for this category are secured from an area within a radius of 60 miles. The local dairy produces all its raw milk needs and purchases bottles and other supplies from Atlanta wholesalers. The bakery obtains its raw materials from Rome and Atlanta. The only item received from out of state is paper envelopes for fried pies which
come from Tampa, Florida.

The custom feed and grinding mill receives all of its grains from a local wholesale house and from farmers within the area.

**Lumber and Wood Products**

Local area timber lands provide the raw materials for the lumber operators.

**Furniture and Fixtures**

The household and commercial cabinet manufacturer obtains a majority of its raw materials and supplies in Atlanta and Rome. Paints and varnishes are purchased from Tennessee and South Carolina sources.

The furniture manufacturer secures lumber from both local sources and from South Carolina. Unfinished bed parts are received from an Alabama manufacturer, and paints are purchased from Tennessee. Other finished items, such as plastic glides, nails and staples, are secured from southern and eastern firms.

**Paper and Paper Products**

The manufacturer of paper poultry seals and tags secures all of his materials from Tennessee, North Carolina and Georgia. It is felt by management that an ideal location for this operation has been selected regarding the proximity of both raw materials and markets for finished products.

**Newspaper and Printing**

Supplies necessary for the firms in this category are obtained primarily from Atlanta, and sources appear to be adequate.

**Rubber and Miscellaneous Plastics Products**

The rubber-oriented firms are receiving a majority of their raw materials from the Southeast. In the case of one, a large percentage of its raw materials comes from within the state.

The firm producing prestige plastic seals receives most of its materials from northern and eastern firms.

**Stone, Clay and Glass**

The firm in this category receives its basic raw materials from within the state. Sand is received from a point in Georgia 90 miles south of
the plant site, and iron mesh is purchased from Alabama. Cement and stone are obtained from sources located within 30 miles of the plant.

**Fabricated Metal Products**

The three firms in the fabricated metal products category receive a majority of their products from southeastern states. A prefabricated building manufacturer receives a large portion of its raw and finished materials from Georgia and Alabama. Several items are obtained from eastern sources. A manufacturer of specialty stainless steel products receives a majority of its raw materials from northern mills and finished products from Georgia wholesalers or suppliers located in nearby states. The manufacturer of tin cans receives practically all its raw and finished materials from southeastern states.

**Machinery**

A machine and general repair shop obtains its materials and supplies from within the state, a majority of it coming from Atlanta.

**VIII. INDUSTRIAL SITES AND BUILDING OCCUPANCY**

The 25 industrial concerns in Haralson County utilize approximately 285 acres of land.

The total square footage in industrial buildings in the county is 870,787. Of this figure some 625,128 square feet are utilized as production space.

Since 1957, a total of 229,577 square feet of new plant facilities has been built by eight firms. Plant expansions during the five-year period from 1958 through 1962 resulted in 68,375 square feet being added by eight firms. A firm which located in the county in 1960 occupied an 11,000 square foot addition early in 1963.
HARALSON COUNTY, GEORGIA
ECONOMIC ANALYSIS STUDY

Part IV
ECONOMIC FACILITIES ANALYSIS

Prepared under Contract with the
COOSA VALLEY AREA PLANNING AND DEVELOPMENT COMMISSION
Box 1424 Rome, Georgia

by

Northwest Georgia Branch
Industrial Development Division
Engineering Experiment Station
GEORGIA INSTITUTE OF TECHNOLOGY
Box 1261 Rome, Georgia

The preparation of this document was financially aided through
a federal grant from the Urban Renewal Administration
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of 1954, as amended.

Georgia Department of Industry and Trade
100 State Capitol, Atlanta 3, Georgia
July 1963
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Foreword and Acknowledgments

This report is one of a series of more than 60 being prepared by staff members of the Industrial Development Division as part of a contract which the Division is carrying out for the Coosa Valley Area Planning and Development Commission. The over-all series is, in turn, part of the broader program of research and technical assistance which Georgia Tech, through the Division's Northwest Georgia Branch, is carrying out on the Coosa Valley area's industrial and economic potentials.

Through the combination of research and technical assistance with local and area development problems, the present program is designed not only to identify and analyze the area's development needs, but to provide the guidance and "follow through" necessary to see that those needs are met and that the potentials identified are actually developed.

This particular report was authored by Mr. James R. Wyatt, head, Mr. Ted St. Clair, assistant head, Mr. Wallace Bishop and Mr. Jerry Bange of the Northwest Georgia Branch. As with other aspects of the program, specialists among the more than 30 full-time staff members in Atlanta are called upon as necessary to support the four professional staff members who reside in Rome in order to better serve the Coosa Valley area.

Comments and questions regarding the study are invited.

Kenneth C. Wagner, Chief
Industrial Development Division
GEORGIA INSTITUTE OF TECHNOLOGY
INTRODUCTION

Haralson County is located in the northwestern part of the state of Georgia, 43 miles due west of Atlanta and 106 miles east of Birmingham, Alabama. The county is bounded on the west by the Alabama state line, on the north by Polk County, on the east by Paulding and Carroll counties and on the south by Carroll County. The county is almost square in shape and encompasses 285 square miles.

There were 14,543 persons in the county in 1960, according to the U. S. Census of Population. Four communities make up the urban element of Haralson County and they are all within 10 miles of each other. Buchanan, the county seat, had a 1960 population of 753, Bremen a total of 3,132, Tallapoosa had 2,744, and Waco 381.

This report is an analysis of the economic facilities in the county, consisting of the following: transportation, utilities, financial services, government, housing, cultural and recreational, and educational.
I. TRANSPORTATION FACILITIES

Haralson County's transportation facilities, one of the major keys to economic growth, place the county in a relatively good position for reaching the major consumer and industrial markets of the South. Existing state and federal highways, common carrier motor freight lines, and railroad carriers combine to create an effective transportation system. Air freight and passenger service are available at nearby Atlanta Municipal Airport.

Highways

Haralson County is traversed by two U. S. highways, one serving north-south and the second, east-west. U. S. Highway 27, extending from Michigan to Florida, connects Buchanan and Bremen with major market and consumer areas to the north and south. U. S. Highway 78 provides east-west access for Bremen, Waco, and Tallapoosa between Atlanta and Birmingham.

State Highways 100, 113, and 120 serve as connecting routes between the communities of Tallapoosa and Buchanan and the neighboring counties. Georgia State Highway 1 and U. S. Highway 27 follow a common route through the county, as do State Highway 8 and U. S. Highway 78.

Interstate Highway 20, which parallels U. S. Highway 78, will, when completed, traverse the southern portion of the county and connect the metropolitan markets of Atlanta and Birmingham. The route of this interstate highway will lie within six miles south of Tallapoosa and three miles south of Bremen. Adequate interchange between this new route Interstate 20 and existing highways appears in the plans, thus assuring Haralson County of the benefits of this interstate highway.

Railroads

Two railroads serve Haralson County, giving the county both east-west and north-south service. The Southern Railway System offers main line east-west service between Atlanta and Birmingham via the communities of Bremen and Tallapoosa. Agency stations are maintained in both communities. Principal interchange or gateway points for the Southern Railway are Bremen, Atlanta, and Birmingham.

The Central of Georgia Railway provides Bremen and Buchanan with main line service between Griffin, Georgia, and Chattanooga, Tennessee. Central
of Georgia is a part of the Southern Railway System. Interchange points are Bremen, Newnan, Griffin, Atlanta, Rome, and Chattanooga.

Shipping times for carload lots are three days to New York and Chicago and four days to Detroit, with less-than-carload shipments requiring an additional day to the above mentioned cities.

Motor Freight Lines

Motor freight service is provided by 33 certificated common carrier motor freight lines, a number more than adequate to serve both the present and foreseeable future needs of business and industry. A greater number of regularly scheduled daily trips by a greater number of freight lines and the development of direct line service must necessarily await the development of additional inbound and outbound freight tonnage. The 33 motor freight lines are authorized to transport interstate shipments in either truckload or less-than-truckload lots to and/or from one or more points in Haralson County. General satisfaction with existing motor freight service has been expressed by local shippers.

Motor freight shipments to and/or from Bremen can be handled by all the carriers authorized to serve the county. Two of the carriers which serve Bremen daily on both less-than-truckload and truckload shipments also serve Bremen on intrastate shipments. Two carriers have authority to handle inbound shipments only, while three carriers can handle only outbound shipments.

Buchanan is served by 28 of the 33 carriers which serve the county. One of the two freight lines which provide daily less-than-truckload and truckload shipments is authorized to give intrastate service. Three carriers provide outbound shipments and two, inbound shipments only.

Tallapoosa is served by 20 authorized carriers, of which one handles intrastate shipments and three provide daily service on both less-than-truckload and truckload shipments. The same two inbound and three outbound carriers which serve Bremen also serve Tallapoosa on the same schedule.

Shipping time to markets in the southeast, midwest, and east are virtually the same from all points in the county, assuming normal operations. Representative shipping times from Bremen are shown in Table 1.

Several local manufacturers operate their own motor freight equipment.
### Table 1

**REPRESENTATIVE COMMON CARRIER MOTOR FREIGHT SHIPPING TIMES FROM BREMEN, GEORGIA, TO SELECTED CITIES**

<table>
<thead>
<tr>
<th>Destination</th>
<th>Truckload (in days)</th>
<th>Less-than-truckload (in days)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>SOUTHEAST</strong></td>
<td></td>
<td></td>
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<tr>
<td>Birmingham, Ala.</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Brunswick, Ga.</td>
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<td>2</td>
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<tr>
<td>Charlotte, N. C.</td>
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<td>1</td>
</tr>
<tr>
<td>Charleston, S. C.</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Huntsville, Ala.</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Jacksonville, Fla.</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Knoxville, Tenn.</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Louisville, Ky.</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Memphis, Tenn.</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Miami, Fla.</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>Mobile, Ala.</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Raleigh, N. C.</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Richmond, Va.</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td><strong>OUTSIDE THE SOUTHEAST</strong></td>
<td></td>
<td></td>
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<tr>
<td>Baltimore, Md.</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>Boston, Mass.</td>
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<td>4</td>
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<tr>
<td>Buffalo, N. Y.</td>
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<td>3</td>
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<tr>
<td>Chicago, Ill.</td>
<td>2</td>
<td>2</td>
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<tr>
<td>Cleveland, Ohio</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>Dallas, Texas</td>
<td>3</td>
<td>3</td>
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<tr>
<td>Detroit, Mich.</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>Kansas City, Mo.</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>Los Angeles, Calif.</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>New Orleans, La.</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>New York, N. Y.</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>St. Louis, Mo.</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Washington, D. C.</td>
<td>2</td>
<td>2</td>
</tr>
</tbody>
</table>

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**Air Service**

The Atlanta Municipal Airport, located 60 miles east of Haralson County, provides approximately 370 daily flights. Charter service and itinerant aircraft facilities available at Carrollton, 12 miles south of Bremen, enable Haralson County private craft operators to have a relatively convenient base of operations.

**Bus Service**

Southeastern Greyhound Lines, Inc. provides daily east-west bus service to Bremen and Tallapoosa between Atlanta and Birmingham, Alabama. There is
a total of six buses east and four buses west during a 24-hour period, with
two daily flag stops each way. Bus package express service is available at
both Bremen and Tallapoosa. This mode of freight transportation, which is
fast growing in popularity, is constantly being improved to keep pace with
demand.

II. UTILITY FACILITIES

The Georgia Power Company provides electric light and power service to
Haralson County under standard published rates that compare favorably with
other sections of the county. Plant Hammond, a Georgia Power Company steam-
electric generating plant with a capacity of 300,000 kw, is located west of
Rome, some 37 miles from the center of Haralson County. Power is transmitted
to Bremen over one 44-kv transmission line which feeds a 3,000-kva capacity
substation. Peak demand experienced has been 3,520 kw. A new 5,000-kva
substation, to be fed by three 110-kv transmission lines, will be in operation
by late 1963. This construction will assure the ready availability of
electric service to new and expanded industrial facilities and future
commercial development.

Buchanan is served by one 44-kv transmission line feeding a 1,000-kva
capacity substation. Peak substation demand experienced has been 800 kw.
Tallapoosa is provided service by one 44-kv transmission line which feeds
a 2,000-kva substation. Peak demand experienced was 1,792 kw in July 1962.
Service appears more than adequate to meet future requirements.

Natural gas service is provided in Bremen through the distribution
system of the Atlanta Gas Light Company which, in turn, is supplied from the
transmission lines of the Southern Natural Gas Company. The present system
capacity for the city of Bremen is 3,500,000 cubic feet per day. A winter
peak consumption of 2,430,000 cubic feet per day has been experienced.

The city of Tallapoosa has its own natural gas distribution system,
which is supplied from the lines of the Southern Natural Gas Company. The
city system capacity is 1,350,000 cubic feet per day, with a winter peak
consumption experienced of 1,500,000 cubic feet.
Buchanan has no natural gas service, a fact that will hinder future growth.

Butane and propane gas, fuel oil, and coal are available throughout the county for residential, commercial, and industrial uses.

Water and Sewer System

The city of Bremen has a water storage capacity of 425,000 gallons. A city-owned lake of 30 acres is located on Bush Creek and additional reserves are obtained from Beach Creek. The water works has a pumping capacity of 1,080,000 gallons per day, with a filtering capacity of 864,000 gallons per day. Peak demand thus far in 1963 has been 685,000 gallons. A watershed program, presently in the planning stage, contemplates the construction of a 150-acre lake near the present city limits of Bremen, to assure an ample future water supply.

A total of 1,017 households out of 1,030 were receiving water from either a public system or a private company according to the 1960 U. S. Census of Housing.

The city of Bremen operates an Imhoff sewage disposal plant. The U. S. Census of Housing for 1960 reported 601 households out of a total of 1,030 had sewer service. There were 332 septic tanks or cesspools in use at that time, a proportionate number of all households (32.2%) far in excess of the average community.

Tallapoosa, which receives its water supply from the Tallapoosa River, has a water storage capacity of 120,000 gallons. Daily pumping capacity is 936,000 gallons; filtering capacity is 500,000. Peak demand experienced has been 663,000 gallons. There are three nearby creeks with minimum flows of between one and six million gallons per day. A total of 885 households out of 914 were receiving water from a public system or private company, as reported by the census.

The city of Tallapoosa provides sewage treatment through an Imhoff disposal plant. Some 799 Tallapoosa households out of a total of 914 in the community had sewer service, and 41 were using septic tanks or cesspools, as of the 1960 U. S. Census.
Buchanan receives its water supply from nearby Cochran Creek. The city has a storage capacity of 295,000 gallons and a daily pumping and filtering capacity of 108,000 gallons. Peak demand experienced has been 280,000 gallons. Consideration is presently being given to a possible system expansion and improvement program, a necessary move if future community growth is to be accommodated.

The city operates an Imhoff sewage disposal system having a capacity of 46,700 gallons.

Waco purchases water from the city of Bremen, located three miles to the east. The community has a water storage capacity of 65,000 gallons. Sewage is handled by individual septic tanks and/or cesspools.

Communications

Both the Southern Bell Telephone and Telegraph Company and the Western Union Telegraph Company provide service in Haralson County. There is one radio station in the county, a daytime station located in Bremen. Three weekly newspapers are published in the county, one in Bremen and two in Tallapoosa.

Each of the four incorporated communities has a post office -- Bremen has a first class facility, Buchanan and Tallapoosa have second class offices and Waco a third class post office. The community of Felton, located six miles north of Buchanan, has a fourth class post office.

III. FINANCIAL SERVICES

There are four banks in Haralson County -- one each in Bremen and Buchanan, and two in Tallapoosa. Their deposits are listed in Table 2.
Table 2
DEPOSITS OF HARALSON COUNTY BANKS

<table>
<thead>
<tr>
<th>Bank</th>
<th>Deposits</th>
<th>Capital and Surplus</th>
<th>Total Resources</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial Bank (unincorporated, Tallapoosa)</td>
<td>$160,550.49</td>
<td>$25,000</td>
<td>$185,550.49</td>
</tr>
<tr>
<td>Commercial &amp; Exchange Bank (Bremen)</td>
<td>5,182,656.79</td>
<td>250,000</td>
<td>5,589,666.69</td>
</tr>
<tr>
<td>Haralson County Bank (Buchanan)</td>
<td>2,065,351.77</td>
<td>100,000</td>
<td>2,298,191.02</td>
</tr>
<tr>
<td>West Georgia Bank of Tallapoosa, The</td>
<td>2,025,611.36</td>
<td>100,000</td>
<td>2,182,454.48</td>
</tr>
</tbody>
</table>

Note: Deposits and total resources for the Commercial Bank are given as of May 10, 1963; for the other three banks, as of December 31, 1962.

Correspondent banking relationships for the above mentioned banks are maintained with the following banks:

Commercial Bank -- Citizens & Southern National Bank, Atlanta; and First National Bank, Birmingham.


The West Georgia Bank of Tallapoosa -- Fulton National Bank and Trust Company of Georgia, Atlanta; and First Citizens Bank & Trust Company, Raleigh, North Carolina.

There is one federal savings and loan association in Haralson County. Haralson Federal, located in Bremen, had total assets of $5,084,685.31, general reserves of $212,374.71, and savings account deposits of $4,171,152.03, as of the close of business on December 31, 1962.
Local Development Organizations

Two Tallapoosa organizations have been very active in industrial development activities during the past several years. The Tallapoosa Lions Club assisted in establishing an industry by financing the construction of an initial building and, two years later, assisting in the expansion of the original facility. The Tallapoosa Realty Company has assisted in the location of four new industries in the community since 1957. This organization is directly responsible for the establishment of the Tallapoosa Industrial District.

Success has been attained through an aggressive approach and a willingness on the part of local organizations to option or purchase property and to assist in financing the construction of industrial plants. The recent purchase of some 40 acres of well situated land will permit for the expansion of Tallapoosa Industrial District. The original district site has become completely occupied by industry.

Bremen, Inc., an industrial development organization, has also purchased property and assisted an industry in the construction of a plant facility.

IV. GOVERNMENT FACILITIES

City and County

The government of Haralson County is administered by a Commissioner of Roads and Revenue, elected for a four-year term, who serves as fiscal officer and chief executive. Buchanan is the county seat. Bremen, the largest city in the county, had a 1960 population of 3,132. It is governed by a mayor and four council members, who are elected for two-year terms.

Tallapoosa, with a 1960 population of 2,744, also has a mayor-council form of government, as do Buchanan and Waco.

Bremen has a city hall which provides office space for all city officials. The city fire station, located at the city hall, houses two pieces of fire fighting equipment. There are two paid firemen and a volunteer staff of 19 firemen. The city has a Georgia Inspection & Rating Bureau fire insurance rating of 7. Police protection is provided by a five-man regular police force operating two patrol cars, both radio-equipped.
Tallapoosa has a fire station, with one piece of mobile equipment, located at the city hall. The city has a volunteer fire fighting force of five men. The community has a Southeastern Underwriters Association fire insurance rating of 8. Police protection is provided by seven policemen operating two patrol cars. There are regular patrols at night.

Buchanan does not have a fire station but operates two pieces of mobile fire fighting equipment with a 15-man volunteer force. Police protection is afforded by a three-man force and one patrol car. Police protection in non-urban areas of Haralson County is provided by the sheriff's office which has a three-man staff. Three patrol cars are maintained by this office.

Each of the three major communities in the county has a city planning commission.

Medical Facilities

Bremen General Hospital is a city owned hospital, operated by the Bremen Hospital Authority, which consists of nine members. This 45-bed hospital has a staff of four physicians (three of whom perform surgery), nine registered nurses, seven practical nurses and two registered laboratory technicians. Practically all routine tests can be performed in the laboratory. A trained professional administrator directs the day to day operation of the hospital.

The county maintains a county health office in Buchanan staffed with one nurse and one clerk. It is served by visiting doctors and dentists.

V. HOUSING FACILITIES

Haralson County had 4,547 housing units at the time of the 1960 U. S. Census of Housing. Of this total, Bremen had 1,030 housing units, 62% owner-occupied, and Tallapoosa had 914 units, 56% owner-occupied. Buchanan, with a population of 753, had 230 housing units and Waco had 118 housing units. The remaining 2,255 housing units were located throughout the county.

The census report credited Bremen with 32 available vacant housing units, nine of which were for sale and 23 for rent. For the 342 renter-occupied housing units, the median rent was $63. Tallapoosa had 19 vacant
housing units, eight for sale and 11 for rent. Median rental was $44.
There were 331 renter occupied units in Tallapoosa at the time of the 1960 report.

Public housing projects completed or programmed for construction totaled 80 units, with 70 units in Tallapoosa and 10 in Buchanan.

Accommodations

Tourist accommodations can be found in Bremen and Tallapoosa. There is one hotel in Bremen with 30 rooms and three motels with a total of 35 units. Tallapoosa has one motel with a total of 12 units.

Restaurants can be found in all three of the major communities of Haralson County. Buchanan, the county seat, has one restaurant, seating 80 persons. Bremen has two restaurants accommodating 125 persons and several small sandwich shops. Tallapoosa has six restaurants with a combined seating capacity of 500.

VII. RELIGIOUS, CULTURAL, AND RECREATIONAL FACILITIES

No formal recreational facilities or programs are operated by the communities in the county. Facilities made available by local organizations and private groups provide summertime recreation for young and old alike.

The Bremen Lions Club has a recreation club house, swimming pool, and two tennis courts which are open to residents of Bremen. Seven miles to the east, there is a nine-hole golf course.

A privately owned and operated recreation area, Sea Breeze, consisting of a 270-acre lake, is located approximately three miles east of Buchanan. This recreation area, which caters to an average of 1,700 persons per day in season, contains boating facilities, swimming pool and beach, play areas, and barbecue and picnic facilities.

Bremen is the only Haralson County community which has a motion picture theatre; in addition, there are two drive-in theatres within seven miles of Bremen.

Other recreation areas throughout northwestern Georgia and northeastern Alabama are within a reasonable driving distance of the county. Included are swimming and boating facilities, fishing lakes, and state parks con-
taining camping facilities and hunting areas.

Metropolitan Atlanta, with its many cultural, educational, and recreational activities, is only a little over an hour away from county residents.

Churches and Local Organizations

Houses of worship are located in the major communities and throughout the county. Baptist, Church of God, Church of Christ, Christian, Catholic, Methodist, Pentecostal, and Presbyterian congregations are all active in the county, with other denominations located in Cedartown, Carrollton, and Rome.

Numerous social and civic organizations throughout the county add much to the betterment of the areas in which they are active. Bremen, Inc. and the Tallapoosa Realty Corporation are actively working in the industrial development field in their respective communities. The Bremen Merchants Club is an organization of local business men working toward community growth and improvement. Bremen has a Rotary Club, and a Lions Club is located in Tallapoosa.

VII. EDUCATIONAL FACILITIES

There are three school systems serving Haralson County -- the Haralson County School System and two independent school systems, one in Bremen and one in Tallapoosa. The combined school systems operate 15 facilities, 10 elementary and five high schools. The average daily attendance in 1962 for both elementary and high schools was 3,005 students. A total of 135 students were graduated from high schools in 1962. Existing school buildings and facilities, such as libraries, laboratories, and classrooms, in both county and independent systems are adequate for present needs and plans are being made for handling future growth.

The operating of three independent school systems with which to serve some 3,000 Haralson County students is quite surprising. Teacher salaries, limited course offerings at some schools, and other disadvantages would seem to call for an investigation of the feasibility of consolidation.

A total of 118 teachers provide instruction in the three school systems. The teacher-student ratio in Haralson County schools is 1 to 24, in Bremen 1 to 26, and in Tallapoosa 1 to 25. Teacher base salaries range from a
low of $2,700.00 to a high of $5,700.00.

There are no colleges in Haralson County, but the county is in relatively close driving distance to many degree-granting institutions of higher learning. West Georgia College, a four-year liberal arts college, and a vocational-technical school are located 12 miles south of Bremen, in Carrollton, Georgia. In Rome, 37 miles north of the county, there are two private four-year liberal arts colleges and a two-year vocational-technical school. There are 19 degree-granting institutions in the Atlanta metropolitan area, within 50 miles of Haralson County.
HARALSON COUNTY, GEORGIA
ECONOMIC ANALYSIS STUDY

PART V
AN ANALYSIS OF NATURAL RESOURCES

COOSA VALLEY AREA PLANNING AND DEVELOPMENT COMMISSION

REVIEW
PATENT .................. 19...... BY .................
FORMAT n-2. .......... 19.2.2. BY ..}
HARALSON COUNTY, GEORGIA
ECONOMIC ANALYSIS STUDY

Part V
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Prepared under Contract with the
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The preparation of this document was financially aided through a federal grant from the Urban Renewal Administration of the Housing and Home Finance Agency, under the Urban Planning Assistance Program authorized by Section 701 of the Housing Act of 1954, as amended.

Georgia Department of Industry and Trade
100 State Capitol, Atlanta 3, Georgia
July 1963
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Foreword and Acknowledgments

This report is one of a series of more than 60 being prepared by staff members of the Industrial Development Division as part of a contract which the Division is carrying out for the Coosa Valley Area Planning and Development Commission. The overall series is, in turn, part of the broader program of research and technical assistance which Georgia Tech, through the Division's Northwest Georgia Branch, is carrying out on the Coosa Valley area's industrial and economic potentials.

Through the combination of research and technical assistance with local and area development problems, the present program is designed not only to identify and analyze the area's development needs, but to provide the guidance and "follow through" necessary to see that those needs are met and that the potentials identified are actually developed.

This particular report was authored by Mr. James R. Wyatt, head, Mr. Ted St. Clair, assistant head, Mr. Wallace Bishop and Mr. Jerry Bange of the Northwest Georgia Branch. As with other aspects of the program, specialists among the more than 30 full-time staff members in Atlanta are called upon as necessary to support the four professional staff members who reside in Rome in order to better serve the Coosa Valley area.

Comments and questions regarding the study are invited.

Kenneth C. Wagner, Chief
Industrial Development Division
GEORGIA INSTITUTE OF TECHNOLOGY
Summary

Haralson County is expected to experience both an economic and population growth trend in the next 20 year period, but an increased utilization of its natural resources will depend upon the economic feasibility of expanding production.

Following the present national agricultural trend, it can be expected that farm employment and the number of farms will decline, while total agricultural sales and individual farm income will increase.

Forest production in the county will in most cases be governed by the demand of area pulpwood interests and the inclination of small lumber mills to continue in operation.

Minerals of value have been mined in Haralson County in past years, but mining is non-existant today. It is not expected that any appreciable growth in mining will take place until a mineral survey is made in the county to determine the economic feasibility of mineral production.
INTRODUCTION

This analysis was undertaken to study various aspects of the actual usage and the potentials of existing natural resources in Haralson County.

Areas discussed in this report include productive land usage, mineral resources and production, and forestry and water resources.
I. LAND USAGE

Land usage in Haralson County may be identified by the activities taking place upon property, such as farming or manufacturing. For the purpose of this analysis, the following categories are employed: agricultural use, industrial use, mining, urban area, lands in forest production, and water acreage.

Haralson County encompasses 182,400 acres, or approximately 285 square miles. The total urban area in the county, comprising the communities of Bremen, Tallapoosa, Buchanan, and Waco, covers approximately 7,000 acres.

II. TOPOGRAPHY

Haralson County is in the Piedmont Plateau which is distinctly an upland area, standing above the surrounding country on all sides. It has a diversified surface, partly smooth plateau, partly rugged hills, and partly mountainous. Much of the plateau surface of the county has an elevation of 1300 feet above sea level, with a considerable area in the basin of the Tallapoosa River lying between 1000 and 1100 feet above sea level. Two areas stand somewhat above the general surface -- Reeds Mountain, 1575 feet above sea level, south of Bremen, and Tally Mountain, 1474 feet above sea level, southeast of Tallapoosa.

III. AGRICULTURAL LAND USE

Haralson County has experienced a trend that has been common to the United States during the past 20 years, a decline in the number of farms and the total number of acres devoted to farming.

The number of commercial farms in the county decreased by 39.6%, from 410 farms in 1954 to 263 farms in 1959. There were 36,141 acres in commercial farms in 1959, or an average of 137.4 acres per commercial farm.

All farms in the county numbered 659 in 1959, with a total acreage of 69,160 -- an average for all farms of 104.9 acres. The gross farm income from all agricultural products sold increased even though the number of farms decreased. In 1959, a total of $2,186,589 was received.
as compared with $1,147,160 for 1954. The average value of products sold per farm increased from $1,102 in 1954 to $3,249 in 1959.

Agricultural employment and the number of acres devoted to agriculture is likely to continue to decline as farm technology and farm management methods continue to advance.

IV. INDUSTRIAL LAND USE

Manufacturing in Haralson County has confined itself to areas within or adjacent to the three major communities in the county. There were 25 industrial concerns in the county, according to a survey conducted in January 1963. These firms utilized approximately 265 acres of ground, with a total of 625,128 square feet in production (approximately 15 acres). Four new firms have started operations in Tallapoosa since 1957, and several existing firms in the communities of Bremen and Buchanan have expanded their facilities.

V. FOREST PRODUCTION

A growing market for area pulpwood production has resulted in an increase in Haralson County forest land and, in all likelihood, the increase will continue, but at a slower pace than in the recent past. Commercial forest areas in 1953 accounted for approximately 123,000 acres of a total 182,400 acres. The remaining 59,000 acres were in farms, water, and urban areas. In 1961 commercial forests had increased by 14.8%, to a total of 150,400 acres, leaving 17.2% remaining for farm, rural, and other uses.

Though pulpwood is a vital part of the present forest reserves, hardwood species also have increased. While pine increased by 100,000 cords during the period from 1953 to 1961, hard hardwood increased 288,000 cords.

The establishment of Georgia's second largest pulp and paper mill only 40 miles from Haralson County has created an active local market for round

1/ Timber and Wood Products in the Economic Development of the Coosa Valley Area of Georgia, Georgia Agricultural Experiment Station, Bulletin N. S. 91, February 1962.
pulpwood. Round pulpwood production in the county increased threefold during the period from 1949 to 1960, from 5,187 standard cords to 15,650 standard cords.

VI. WATER RESOURCES

The Tallapoosa River and its intermittent streams constitute the only stream system in the county. The general stream pattern flows from the eastern portion of the county, across the northern section, and then down the western half of the county. From a point west of the city of Tallapoosa, the Tallapoosa River then flows into Alabama, where it converges with the Alabama River and empties into the Mobile River Basin.

Very little dependable information is available on stream flow or ground water conditions in Haralson County. All three of the major communities in the county receive their water supplies from nearby streams and rivers.

VII. NATURAL RESOURCES

Minerals

There is no mineral production in the county at the present time. Gold and silver have been mined in past years and proceeds from these enterprises are said to have founded such ventures as the First National Bank of Atlanta and the famous Read House hotel in Chattanooga, Tennessee.

Haralson County is situated in the northern portion of the Piedmont Plateau. The northern part of the county, containing remnants of the Appalachian Mountains, is made up of sand, schists, greenstone and quartzites, which include intensive igneous rocks. The southern portion of the county consists principally of residual and alluvial clays, feldspar, quartz, iron ore, mica, pyrite, and granite. The pyrite formations contain traces of gold, which was profitably mined in the 1800's and early 1900's. Some sand is found, principally in stream beds in the less rolling southern sections of the county. Principal road building materials, granite and gneiss, are secured from the southern portion of the county.

The immediate over-all outlook for mineral production within the county is that it will follow the present mining trends. Until it becomes economically feasible to mine existing minerals, little work will be done in Haralson County outside of securing materials for road work.
HARALSON COUNTY, GEORGIA
ECONOMIC ANALYSIS STUDY

Part VI
ECONOMIC DEVELOPMENT POTENTIALS

Prepared under Contract with the
COOSA VALLEY AREA PLANNING AND DEVELOPMENT COMMISSION
Box 1424 Rome, Georgia

by

Northwest Georgia Branch
Industrial Development Division
Engineering Experiment Station
GEORGIA INSTITUTE OF TECHNOLOGY
Box 1261 Rome, Georgia

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Georgia Department of Industry and Trade
100 State Capitol, Atlanta 3, Georgia
August 1963
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Through the combination of research and technical assistance with local and area development problems, the present program is designed not only to identify and analyze the area's development needs, but to provide the guidance and "follow through" necessary to see that those needs are met and that the potentials identified are actually developed.

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Comments and questions regarding the study are invited.

Kenneth C. Wagner, Chief
Industrial Development Division
GEORGIA INSTITUTE OF TECHNOLOGY
ORIENTATION

Haralson County, 1960 population 14,543, is located in northwest Georgia, approximately 50 miles west of Atlanta, Georgia, and adjacent to the Georgia-Alabama line, its western boundary. Four communities make up the urban element of the county: Buchanan, the county seat, with a 1960 census of 753; Bremen, 3,123; Tallapoosa, 2,744; and Waco, 381 persons.

Encompassing 182,400 acres, or 285 square miles, Haralson County is situated in the northwestern portion of the crystalline Central Upland or Piedmont Plateau.
I. POPULATION

The dominant factor in the economy of Haralson County over the past 20 years has been the decline in agricultural employment.

Total agricultural acreage is now less than half that of 1940, and agricultural labor amounts to less than one fifth of what it was in 1940. Despite the reduction in land and labor, the value of farm products increased during the 20-year period from $635,688 to $2,186,589. Contributing significantly to this change has been the farm tractor, the number of which increased from 41 in 1940 to 439 in 1959.

During the 20 years prior to 1960, Haralson County experienced a net gain of only 166 people, which includes a decrease of 120 between 1950 and 1960. However, when births and deaths within the county are considered, the gain of 166 persons between 1940 and 1960 actually represents an out-migration of nearly 4,000 -- roughly 2,000 in each decade.

There has been a fluctuation in the number of Negroes in the county, but the overall trend has been downward. The non-white population decreased from 2,027 in 1910 to 1,200 in 1960, a loss of 40.8%. In 1910 non-whites represented 14.0% of the total population, but by 1960 the percentage had dropped to 8.3%.

There has been a nationwide trend for the past several decades toward an increasing proportion of females in the total population, but this trend has been greater in Haralson County than in the nation as a whole. As of 1960, 51.8% of the Haralson County population was female, as compared with 50.8% in the U. S.

A breakdown by age groups of the totals in the 1940 and 1960 Censuses of Population reveals a significant increase in the proportion of persons 65 years old and over in the county. While the 15 to 24 years old group represented 19.8% of the county population in 1940, it was only 15.0% in 1960. The proportion of 15 to 24 year olds in Haralson County was less in 1960 than for the state of Georgia, but greater than in the U. S. The proportion of persons 65 years old and over was greater than that prevailing in either Georgia or the United States.
Education, according to the median number of school years completed, has improved, with the median for whites of 7.8 years in 1950 having increased to 8.5 years in 1960. The median figure for Negroes advanced over the 10-year period from 6.0 years to 6.5 years. The better educated had a greater chance for improved job opportunities outside the county, and this resulted in a loss to the county of many young people. Significantly, over 58% of all persons 25 years old and over had not attended high school according to the 1960 U. S. Census figures.

Taking into account the changing patterns of economic activity, basic factors of local resources and programs, past performance, and current regional trends, it is estimated that the Haralson County population will increase to approximately 22,000 persons by the year 1980. This will represent a 20-year increase of 51.3%.

II. EMPLOYMENT AND LABOR FORCE

The employed labor force increased during the 10-year period from 1940 to 1950, despite the great decline in the number of jobs in agriculture. The increase resulted from expanded job opportunities in the apparel and textile industries, services, and retail trade. Some persons maintained residency in the county as they commuted to jobs in neighboring counties. Roughly 900 people live in the county but travel elsewhere to work. There is also a counter trend with an almost equivalent number of people traveling into Haralson County to work, the majority to work in apparel factories.

During the 20-year period from 1940 to 1960 there has been a complete switch in the total number of persons employed in agriculture and manufacturing. In 1940 nearly half the working population was employed in agriculture; by 1960 this proportion had dropped to 7% -- a loss of approximately 1,800 agricultural workers. During this same span of time, manufacturing increased from 23.2% to 49.3% -- a gain of 1,600 employees. Over 70% of the manufacturing gain was in the apparel and textile industries with only limited increases in other categories.

Wages paid construction, office, and manufacturing employees in Haralson County are less than those being paid in the metropolitan Atlanta area. Similarly, fringe benefits are less.
Agricultural employment will continue to decline in the county, while employment in the apparel industry will increase slightly. Employment in other manufacturing categories will continue the growth trend evidenced since 1960. The commuting patterns will more than likely continue, with as many working outside the county as come into the county.

Employees in manufacturing numbered 1,009 in 1940, and increased to 2,607 by 1960. It is estimated that by 1980 manufacturing employees will number approximately 4,100, with a total labor force of 8,300. Less than 3% of this total will be employed in agriculture.

III. RETAIL AND WHOLESALE TRADE

Retail Trade

Retail sales in Haralson County increased from 1939 to 1958 at a much faster rate than the population, which had only a 1% net gain in the 20 year period to 1960. If 1939 sales figures are converted to 1958 dollar values, ($3,688,000) the increase over the 19 years between 1939 and 1958 is 164%. During this period the number of retail establishments increased from 122 to 182, employment from 143 to 320, and sales from $1,744,000 to $9,730,000.

The largest gains took place from 1939 to 1948, due to displaced agriculture workers obtaining higher paying jobs. Sales of food, drugs, automobiles, and auto supplies had their sharpest rise through 1948 and have had a steady gain since then.

Non-essentials and major items decreased during the period from 1954 to 1958, reflecting the increased mobility of county residents. People working outside Haralson County availed themselves of shopping facilities near places of employment. Nearness to Atlanta also encouraged shopping trips to larger stores than the smaller towns could provide.

Wholesale Trade

There is limited census information available for Haralson County on wholesale operations. In 1939 there were two establishments, with the number increasing to nine in 1958. Food, building materials, and petroleum products formed the bulk of local wholesaling, with most other items being
controlled by the Atlanta wholesale houses. Sales which were $1,630,000 in 1948, increased to $3,982,000 in 1958. Employees increased from 24 to 51 during this same period.

IV. INCOME

Manufacturing is the major source of income in Haralson County, accounting for 40.9% of money income sources in 1959 in comparison with only 26.8% in 1939. Even though there was a rapid gain in manufacturing employment, female workers in lower-paying garment factories constituted the bulk of the increase. This somewhat modified the comparative value of manufacturing as a source of income. Agriculture ranked first in 1939, providing 28.6% of total income, but by 1959 it had dropped to only 2.3%.

Trade, finance, services, and miscellaneous sources accounted for 16.3% of the total Haralson County income in 1959; government accounted for 7.1%; proprietors, 12.7%; transportation, communications, and public utilities, 4.0%; construction, 6.0%; and miscellaneous (rent, dividends, interests, pensions, etc.), 10.7%.

The proportion of families receiving income of less than $2,000 per year dropped from 58.0% in 1949 to 25.5% in 1959. The median family income for the county doubled during the ten-year period, from $1,665 in 1949 to $3,767 in 1959. Per capita personal income rose from $187, or 60% of the Georgia per capita income in 1939, to $1,420, or 91%, in 1959. Adjusting to 1959 dollars, Haralson County per capita income increased by $1,028 over the 20-year period; this compared with a Georgia increase of $907 and an increase in the United States of $994.

The year 1980 should see total Haralson County income of some $49.7 million, compared with $21 million in 1959; this would represent an increase of 140.1%. Agricultural employment will continue to lose ground, but income from agriculture will increase. The apparel industry possibly will increase slightly and other manufacturing jobs will continue to increase.

V. MANUFACTURING

The earliest date of establishment of an existing manufacturing plant in Haralson County was 1886. In the early 1900's the opening of a rail
line from Birmingham to Atlanta started the industrial growth of the county. Several large manufacturing plants were established, but only one of the plant facilities is still in operation today. At present there are 25 manufacturing concerns in operation in the county, one-half of which were established after 1945.

Value added by manufacture increased approximately two and one-half times during the 11-year period from 1947 to 1958. The U. S. Census of Manufactures reported a total value added of $18,098,000 for 1958.

The apparel industry holds a prominent position as the largest employer within the county, accounting for 80% of the 3,432 manufacturing employees. Of the 2,749 persons employed in this industry, 82% are female. Within the 11 major types of industrial activities present, there are 25 different product lines being manufactured. This indicates that even though a large percentage of labor is employed in the apparel industry, a degree of industrial diversification is present.

Sixteen existing manufacturing firms are home-owned and operated by local citizens, while three are branch plants of Georgia firms and six are branch operations of companies headquartered outside the state. A majority of the home-owned and operated manufactures were established to satisfy a local market need or to satisfy a desire to go into business.

Several reasons for plant locations were expressed by plant management; those given foremost consideration were market orientation, raw materials, and available labor. A majority of the firms in Haralson County have the southeastern part of the country as their market area, with some extending into the national market. Two firms in the county, which manufacture specialty items, have a limited foreign market.

A total of 285 acres of land is being utilized by the 25 manufacturing concerns in the county. There are 870,787 square feet of industrial building space, with 625,128 square feet utilized in production. Since 1957, eight firms accounted for the construction of 229,577 square feet of new plant facilities.
VI. ECONOMIC FACILITIES

Transportation

Haralson County is traversed north-south by U. S. Highway 27 and east-west by U. S. Highway 78. Five state highways connect the communities of the county with the surrounding area. Interstate Highway 20, passing within three miles of Bremen and six miles of Tallapoosa, will, when completed, allow for more rapid and efficient motor access to market areas lying to the east and to the west. Adequate interchange between this new route Interstate 20 and existing highways appears in the plans, thus assuring Haralson County of the benefits of this interstate highway.

Two railroads serve Haralson County, giving the county both north-south and east-west service. The Southern Railway System offers main line service between Atlanta and Birmingham. The Central of Georgia Railway provides Bremen and Buchanan with main line service between Griffin, Georgia, and Chattanooga, Tennessee. The Central is a part of the Southern Railway System.

Shipping times for carload lots are three days to New York and Chicago and four days to Detroit, with less-than-carload shipments requiring seven to 10 additional days to the above-mentioned cities.

Motor freight service is provided by 34 certificated common carrier motor freight lines authorized to transport interstate shipments in either truck-load or less-than-truckload lots to and/or from one or more points in Haralson County. Intrastate shipments are handled by two carriers in Bremen and one carrier in both Buchanan and Tallapoosa. A greater number of regularly scheduled daily trips by a greater number of freight lines and the development of direct line service must necessarily await the development of additional freight tonnage.

The Atlanta Municipal Airport, located 60 miles east of Haralson County, provides approximately 500 daily passenger and cargo flights. Charter service and itinerant aircraft facilities are available at Carrollton, 12 miles south of Bremen.

Bus service is provided Haralson County by the Southeastern Greyhound Lines, Inc. to both Bremen and Tallapoosa. Passenger and package express service is available on six east bound and four west bound buses daily between Atlanta and Birmingham.
Utilities

The Georgia Power Company provides electric power service in Haralson County. Power is transmitted to Bremen over one 44-kv transmission line, which feeds a 3,000-kva capacity substation. Peak demand has been 3,520 kw. A new 5,000 kva substation, to be fed by three 110-kv transmission lines, will be in operation by late 1963.

Tallapoosa is supplied over one 44-kv transmission line which feeds a 2,000 kva substation. Peak demand experienced has been 1,792 kw. Buchanan is supplied over one 44-kv transmission line which feeds a 1,000-kva capacity substation, and has experienced a peak demand of 800 kw.

Natural gas is supplied to Haralson County and Bremen residents through the distribution system of the Atlanta Gas Light Company, which is supplied from Southern Natural Gas Company transmission lines. The present system capacity for the city of Bremen is 3,500,000 cubic feet per day, well above the winter peak consumption to date of 2,430,000 cubic feet. Buchanan has no natural gas service.

The city of Tallapoosa operates a municipal natural gas distribution system, with a capacity of 1,350,000 cubic feet per day. Winter peak consumption experienced has been 1,500,000 cubic feet. Peak demand exceeded the system capacity due to an extremely severe winter in 1962-1963.

The city of Bremen, which is supplied with water from a city-owned 30-acre lake, has a water storage capacity of 425,000 gallons. The water works has a pumping capacity of 1,080,000 gallons per day, and a filtering capacity of 864,000 gallons per day. Peak demand experienced has been 685,000 gallons. The city operates an Imhoff-type sewage disposal plant and provided service to 601 households out of a total of 1,030, as reported by the 1960 Census of Housing.

Tallapoosa, which receives its water supply from the Tallapoosa River, has a water storage capacity of 120,000 gallons. Daily pumping capacity is 936,000 gallons with filtering capacity of 500,000 gallons. Peak demand experienced has been 663,000 gallons. The city of Tallapoosa provides sewage treatment through an Imhoff-type disposal plant.
Buchanan receives its water supply from a nearby creek. The city has a storage capacity of 295,000 gallons, and a daily pumping and filtering capacity of 108,000 gallons. Peak demand experienced has been 280,000 gallons. Consideration is presently being given to a possible system expansion and improvement program to accommodate future community growth. An Imhoff-type sewage disposal system with a capacity of 46,700 gallons is operated by the city.

The incorporated city of Waco purchases finished water from Bremen, three miles to the east. The community has a water storage capacity of 65,000 gallons. Sewage is handled by individual septic tanks and/or cesspools.

Communications

Both the Southern Bell Telephone and Telegraph Company and the Western Union Telegraph Company provide service in Haralson County. There is one radio station in the county, a daytime station located in Bremen. Three weekly newspapers are published in the county, one in Bremen and two in Tallapoosa.

Financial Services

There are four banks and one savings and loan association in Haralson County. Bremen has one bank with total resources of over $5.5 million and a federal savings and loan association having total assets of over $5 million. Tallapoosa has two banks, one, an unincorporated private bank; their combined resources total more than $2,367,000. Buchanan has one bank with resources of over $2,298,000.

Local Development Organizations

The Tallapoosa Realty Corporation, a profit-making organization with authorized capital of $50,000, is responsible for establishing the existing industrial district in Tallapoosa. This organization has assisted in the location of four firms in the community since 1957. The Tallapoosa Lions Club, which also works to assist new industry and industrial expansions, assisted a firm in locating in the community and recently supported the same firm's program of expansion which doubled plant facilities.

Bremen Incorporated, a profit organization with authorized capital stock of $50,000, aided a firm which located in Bremen by securing property
and assisting the firm in the construction of its plant facility.

Government

The government of Haralson County is administered by a Commissioner of Roads and Revenue, who is elected for a four-year term to serve as fiscal officer and chief executive. Buchanan, the county seat, is the central location for all county offices.

Bremen has a mayor-council form of government, with the mayor and four council members being elected every two years. This form of government is also found in the communities of Tallapoosa, Buchanan, and Waco.

The Bremen fire station has two pieces of fire fighting equipment which are manned by two paid firemen and 19 volunteers. Police protection is provided by a five-man force.

Tallapoosa has a five-man volunteer fire department equipped with one fire engine. The town has a police force of seven uniformed patrolmen.

Buchanan does not have a fire station, but has two pieces of mobile fire fighting equipment with a 15-man volunteer force. Police protection is afforded by a three-man force.

Haralson County non-urban areas are provided police protection by the sheriff's office, which has a three-man staff.

Medical Facilities

Bremen General Hospital, a 45-bed facility, has a staff of four physicians, three of whom perform surgery, nine registered nurses, seven practical nurses and two registered laboratory technicians. X-ray and laboratory testing facilities are available at this hospital. The county maintains a county health office in Buchanan. One nurse and a clerk are assigned to this facility which is serviced by visiting doctors and dentists.

Cultural and Recreational

No formal recreational facilities or programs are conducted by the communities in the county. Local civic organizations and private groups have provided facilities, and limited summer recreational programs are available in Bremen, Tallapoosa and Buchanan.
Recreation areas throughout northwest Georgia and northeast Alabama are within reasonable driving distance of the county. Included are swimming and boating facilities, fishing areas, and several state parks. Metropolitan Atlanta with its many cultural, educational, and recreational attractions is only a little over an hour away from county residents.

Churches

Houses of worship are located in the major communities and throughout the county. Principal denominations not present can be found in Cedartown, Carrollton, or Rome.

Housing

Haralson County had 4,547 housing units at the time of the 1960 U.S. Census of Housing. Of this total, Bremen had 1,030 units, 62% owner occupied; and Tallapoosa had 914, 56% owner occupied. Buchanan had 230 units and Waco 118 housing units. The remaining 2,255 units were located throughout the county. Tallapoosa has 70 public housing units; 10 units are in the planning stage for Buchanan.

Accommodations and Restaurants

Tourist facilities in the county consist of one hotel and three motels in Bremen and one motel in Tallapoosa. Bremen has two good-sized restaurants, while Tallapoosa has six restaurants and Buchanan one.

Education

There are three school systems serving Haralson County: the Haralson County School System and two independent school systems, one in Bremen and one in Tallapoosa. The three school systems operate a total of 15 facilities, 10 elementary and five high schools. The average daily attendance in 1962 for both elementary and high schools was 3,003 students. A total of 135 students were graduated from the high schools in 1962. A total of 118 teachers provide instruction in the three systems. The teacher-pupil ratio in Haralson County schools is 1 to 24; Bremen, 1 to 26; and Tallapoosa, 1 to 25. Teacher base salaries range from a low of $2,700 to a high of $5,700.

There are no colleges in Haralson County, but the county is in relatively close driving distance to many degree-granting institutions of higher learning. West Georgia College, a four-year liberal arts college, is located 12 miles south of Bremen in Carrollton, Georgia. In Rome, 37
miles north of the county, there are two private four-year liberal arts colleges and a vocational-technical school. There are 19 degree-granting institutions of higher learning in the Atlanta metropolitan area, within 50 miles of Haralson County.

VII. NATURAL RESOURCES

Minerals

There is no mineral production in the county at the present time, although gold and silver have been mined in the county in past years. It is not expected that these mines will be re-established in the near future.

Haralson County is situated in the northern portion of the Piedmont Plateau. The northern part of the county is made up of remnants of the Appalachian Mountains, consisting of sand, schists, greenstones, and quartzites, including intrusive igneous rocks. The southern part, more rolling than the northern section of the county, consists primarily of residual and alluvial clays, feldspar, quartz, iron ore, mica, pyrite, sand, and granite. The pyrite formations contain traces of gold, which was profitably mined in the 1800's and early 1900's.

Principal road building materials, granite and gneiss, are secured from the southern portion of the county.

The immediate over-all outlook for mineral production within the county is that it will follow the present mining trends. Until it becomes economically feasible to mine identified minerals, little work will be done in Haralson County outside quarrying of material for road work.

Agriculture

Haralson County has experienced a trend that has been common to the United States for the past 20 years, a decline in the number of farms and in the total number of acres devoted to farming. Table 1 shows this decline, the increases which have been achieved in the gross farm income from products sold, and the average income per farm from 1954 to 1959.
Table 1
HARALSON COUNTY AGRICULTURAL STATISTICS

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<td>Number of farms</td>
<td>1,253</td>
<td>691</td>
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<tr>
<td>Number of commercial farms</td>
<td>410</td>
<td>263</td>
</tr>
<tr>
<td>Total farm acreage</td>
<td>106,506</td>
<td>69,160</td>
</tr>
<tr>
<td>Average acreage per farm</td>
<td>94.3</td>
<td>104.9</td>
</tr>
<tr>
<td>Gross farm income</td>
<td>$1,147,160</td>
<td>$2,186,589</td>
</tr>
<tr>
<td>Average income per farm</td>
<td>$1,102</td>
<td>$3,249</td>
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</table>

Source: 1959 Census of Agriculture

Forests
Pulpwood production has stimulated an increase in the size of forests in Haralson County and, in all likelihood, will continue to do so. Commercial forest areas in 1953 accounted for approximately 123,000 acres of a total of 182,400 acres of land in the county. By 1951, commercial forests had increased over 22% to 150,400 acres.

The location of Georgia's second largest pulp and paper mill only 40 miles from Haralson County has created an active local market for round pulpwood. Although pulpwood is a vital part of the present forest reserves, hardwood species have also increased. The nearby mill has recently begun using hardwoods in the manufacture of pulp for kraft paper and corrugated stock.

Water Resources
The Tallapoosa River and its intermittent streams is the only stream system in the county. The general stream pattern and flow is from the eastern portion of the county, across the northern section and then down the western half of the county. From a point west of the city of Tallapoosa, the Tallapoosa River then flows into Alabama, where it converges with the Alabama River and empties into the Mobile River Basin.

Very little dependable information is available on stream flow or ground water conditions in Haralson County. All three of the major communities in the county receive their water supplies from nearby streams and rivers.
VIII. RECOMMENDATIONS

An increase in the average age of Haralson County residents, to a point beyond that of the U. S. average, indicates the area has been losing its young people to other areas where greater job opportunities exist. During the 20-year period between 1940 and 1960 a gain of 166 people actually represented an out-migration of nearly 4,000 when births and deaths in the county are considered. A strengthening of the basic economy must be accomplished to retain those members of the present younger generation who remain and to attract skilled young people from outside the county. Only through an aggressive soundly designed and actively supported program can the expansions to existing manufacturing and service industries and the new industrial installations, which will provide the requisite additional jobs, be obtained. As basic industries increase in number and size, so will additional opportunities in other areas of the local economy such as, wholesale, retail, professional, etc.

A close examination of the educational programs within the county should be undertaken to see that the young people are being correctly prepared for and properly made aware of the many opportunities which await them upon graduation. The current rate at which youngsters in the seventh through the 11th grades are dropping out of school tends to indicate the existence of a need for creating a stronger feeling of purpose among students and teachers alike. The 1960 U. S. Census of Population revealed over 58% of all persons 25 years old and over then living in the county had failed to complete more than eight years of formal education. Education in the county has improved over the past 10 years, with the median number of school years completed increasing from 7.8 to 8.5 for the white population and from 6.0 to 6.5 for Negroes.

An area in the field of education which should be studied is that of consolidation of the three school systems into one unified system. Presently there are four white high schools in the county which are located within 10 miles of each other. It is recommended that a study be undertaken regarding the feasibility of the consolidation of certain facilities and teaching staffs in order to provide the best possible education for the county's children. Under present conditions each school system has a
sizable financial problem in obtaining funds with which to conduct a complete academic program, maintain buildings, and provide teaching salaries.

In light of the recommendation regarding the several school systems, a program of county-wide tax-reevaluation should be taken under advisement. Inequities which are brought about by non-uniform methods in the collection of taxes, have placed a burden upon taxpayers who are paying more than their fair share. The benefits which have been received by neighboring counties having completed such a program should be investigated.

Both retail and wholesale trade has increased in Haralson County in the past several years, but nearby metropolitan Atlanta retailers could overwhelm local efforts as area highways improve and travel time is further reduced. A concerted effort by local merchants and downtown business interests should be undertaken to make downtown shopping as pleasant as possible and to encourage shopping at home. One of the major areas to be considered is the appearance of store fronts. Modern fronts can attract shoppers where existing fronts now detract. Proper atmosphere is being demanded by the modern shopper; a pleasant place where attractive shops display merchandise in appealing fashion. Some shops in the communities have shown the way, but not enough to really count. Existing merchant organizations are urged to initiate programs of total modernization.

Buchanan should take under consideration an expansion of its present water storage capacity and an increasing of the present pumping capacity. A recent fire in the community taxed the supply of water to such a point that schools were forced to close for a day. This type of situation should not be allowed to exist in a community for the health and safety of its citizens.

The city of Bremen should give attention to the present capacities of its water system, particularly to storage facilities, which do not have sufficient capacity to meet one day's peak demand. The pumping capacity is about 400,000 gallons over peak demand, but filtering capacity is some 216,000 gallons below pumping capacity.

In Tallapoosa, water system capacities are also in need of improvement. Peak daily demand has been about 663,000 gallons. Pumping capacity exceeds
the demand by some 270,000 gallons, but filtering is limited to 500,000
gallons, or about 436,000 gallons below pumping capacity. Storage
capacity is far below demand at 120,000 gallons. A program of balancing
pumping and filtering capacities, so that optimum water plant operations
can be realized, is strongly urged. Storage capacity should be increased
to at least that of one day's peak demand.

It is recommended that the city of Buchanan take under consideration
the feasibility of acquiring natural gas. Due to the relatively small
size of the community, services are limited, resulting in several draw
backs to the establishment of industry in or near Buchanan. The avail-
ability of natural gas would allow local residents to avail themselves of
such a service and would assist in strengthening the community's drawing
power for industry. The community of Tallapoosa, nine miles from Buchanan,has a municipally owned gas distribution system, and Bremen is served by
the Atlanta Gas Light Company. Bremen is only seven miles south of
Buchanan, with the Atlanta Gas Light line ending within six miles of
Buchanan. Contact should be made with these two organizations to determine
the possibility of extending a gas line to Buchanan. If neither organiza-
tion is interested in this venture, an investigation into the operation of
a municipal system should be made.

A total of 3,432 persons are employed in Haralson County manufacturing,
approximately 91% of whom are employed in the apparel and textile industries.
This obvious imbalance in manufacturing employment requires the attention
of the entire business community. Assisting small local industries to
grow through diversification, plant modernization and equipment replace-
ments will benefit the entire county-community. The financing of such
activities should be readily available to any sound, local industrial
operation. Land upon which to construct new facilities or expand existing
plants should be available and ready for occupancy.

Bremen should become aware of the fact that property for industrial use,
controlled and free of all encumbrances, is not presently available in
the community. The number of towns in this section of the state which have
controlled and improved industrial districts, complete with utilities,
places Bremen far from the top of a list of considered locations. It is
recommended that interested organizations join together in obtaining suitable property and in cooperatively developing a planned industrial district that can be made readily available to manufacturers, wholesalers and service firms. This section of the county should be of particular interest to prospects due to its location relative to the metropolitan Atlanta market and to the southeast.

The attitude of county residents toward future economic growth through a greater emphasis on industrial development is very encouraging. A stronger unity on the part of the several Haralson County communities is needed, however, in order to assure a continuing good attitude and continuing industrial progress.