

**BUSINESS  
&  
INDUSTRY**

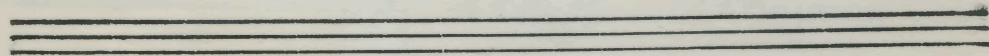




Photo taken from Reeves Building by Quality Photo Service

## Record Yule Buyers Gather In Clarkesville Christmas Eve For Heaviest Spending Ever

The largest assembly of people ever to gather in Clarkesville appeared last Saturday to make Yule Purchases, according to local merchants. Young and Old came to see Santa who was on the streets throughout the day.

December 29, 1949

According to merchants, Saturday was the largest dollar volume sales in the history of some establishments.

Photo above shows parts of the estimated 5,000 persons in City at 5:00 o'clock in the afternoon.

In addition to those shown several hundreds lined the sidewalk facing the west side of the square and others occupied autos.

Some of the local stores remained open until 11:00 o'clock catering to last purchases of customers.

## NEW INDUSTRY

For many years, Clarkesville has unceasingly endeavored to bring an industry within her city limits. It was not just any industry we were after, but one of size and principle, one who would take its place in the community as a loyal, paying citizen. There were many disappointments through the years, but this did not hamper or deter our efforts. This year we can report with special pride, that through our own efforts and without any outside assistance, we have attained our goal.

The matter of inducing a concern to spend several million dollars to build a factory in your town, is not an easy one, but on the contrary, rather complex. In our case, it was no different. The obstacles that were forever presenting themselves were a challenge to the ingenuity and resourcefulness of our people who were handling the negotiations.

Early in the year we received word that some men were arriving in Clarkesville in fifteen minutes who were making preliminary surveys of a number of towns, with the possibility of locating a plant somewhere in the southeast. This was the extent of our initial opening. When the delegation arrived in town, we found that it was headed by the general personnel manager of a large textile concern. We realized the importance of our first discussions with these men and formed a group to sell the advantages of our community.

Our initial talks contained such matters as the abundance of labor, type of labor, climate, water, roads, willingness to cooperate with them in their problems, homes for key personnel, factory site, the feeling of county and city officials concerning taxes, a training program and many other items that would enhance production. These items were brought up in such a manner that a good deal of cooperation from a large number of sources was absolutely necessary. For example, when the subject of a training program came up, one of our representatives promptly assured them that a program could be set up at the nearby North Georgia Trade School.

A second meeting was held later in the week and we increased our delegation to include a wider variety of men who could provide the information the manufacturers were seeking.



Start of Grading for Rayon Weaving Mill  
Clarkesville Division  
United Merchants & Mfrs Inc.

After the second meeting, three months elapsed before we could enter into any further negotiations. Evidently the manufacturer was comparing notes so that they could narrow down their selection. When we finally were contacted it was in the form of a visit by two high officials of the concern who notified us that we could have the plant if no obstacles developed for a suitable factory site.

When the desirable site was decided upon, we then had the problem of obtaining an option at a reasonable figure. The site was owned by a New York concern and many problems were encountered in obtaining our option. A trip to New York was made by one of the members of the Industrial Committee of the Lions Club, which resulted in obtaining the site at a figure several thousand dollars under the asking price. We also extended our assistance and aided in obtaining a contract for grading at a considerable saving to the concern. There were many other details which were accomplished with our help and it was with a feeling of great satisfaction and pride that we witnessed the grading of the factory site. When completed, the building will contain a rayon weaving plant, operated by one of the largest textile organizations in the business.

Much of the work connected with bringing this plant to Clarkesville was confidential and some phases of it still are. What we have essayed in this report, is the spirit of cooperation and resourcefulness displayed by the people of this community; and may we add, that this same feeling is ever present for any industry that will help our city grow and prosper.

# Ground Broken Here For New Rayon Mill



—Photo by North Georgia Trade & Vocational School.

View of earth-moving equipment starting grading for new rayon weaving mill for United Merchants and Manufacturers, Inc. Grading is underway preparatory to construction to begin next month.

Ground has been broken for Clarkesville's new rayon weaving mill to be erected by United Merchants and Manufacturers. Property on which the mill will be located is familiarly known as the Furlow place, within Clarkesville city limits just north of the water works.

Contracts for grading was awarded to Mose Gordon, of Commerce, who started earlier this week with huge earth-moving equipment. Robert and Company, Atlanta, are architects for the new mill.

The mill will be known as Clarkesville Mill, Division of United Merchants and Manufacturer's, Inc. It will be of modern construction, approximately 400 feet square, making available a little over 152,000 square feet. Construction will progress throughout this winter and the company anticipates it will be completed by June of 1951.

When in operation several hundred people will be employed and it is planned to employ local people.

United Merchants and Manufacturer's, Inc., at present, have two mills in Georgia, an industrial fabric mill in Augusta and a drapery and upholstery mill in Elberton. Other mills are located in North and South Carolina.

The selection of Clarkesville as a site for the new mill was made after a survey of four states. According to a spokesman for the plant, "the deciding factor for the choice was not only the site itself but the general appearance of the town, friendliness of the people and progressive spirit of the local business."

Much of the credit for inducing the mill to locate here is due J. R. Reeves, Mayor of Clarkesville and L. R. Turpen, president of the Clarkesville Lions Club at the time negotiations began.



—Photo by North Georgia Trade & Vocational School.

Giant machine above is among equipment used in grading for rayon mill. Shown standing are: L. R. Turpen, immediate past president Clarkesville Lions Club and J. R. Reeves, Mayor, City of Clarkesville.

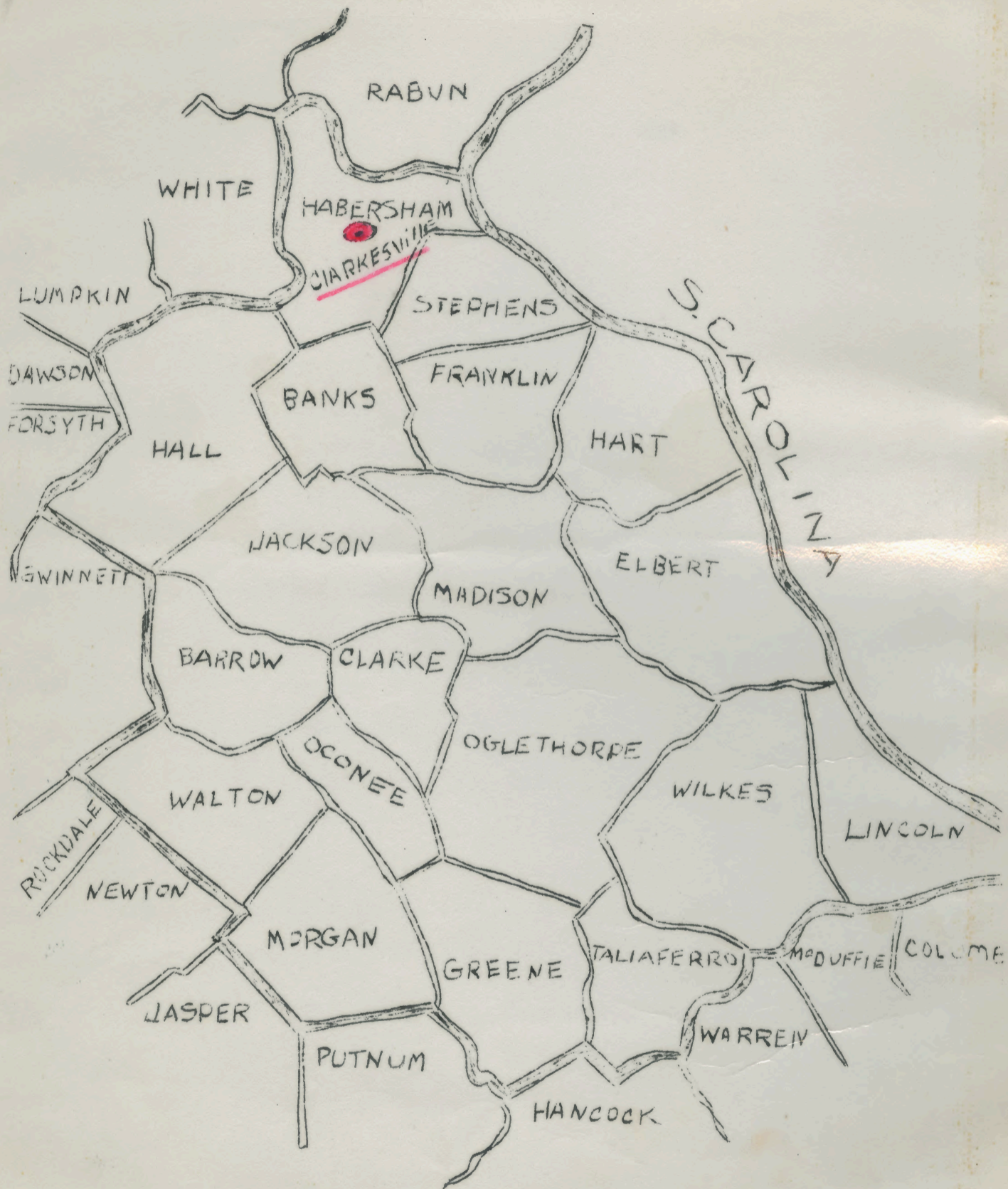
## HISTORY OF CLARKESVILLE, GEORGIA

Clarkesville, the county seat, was chartered in 1823 and named for the Revolutionary General, Elijah Clarke. General Clarke spelled his name in the old way with the final E, and for this reason, the E is retained in Clarkesville. This little city has the distinction of being the only one of the nineteen Clarksvilles in the United States that keeps the E in its spelling.

Clarkesville, the county seat of Habersham County, is located in the foothills of the Blue Ridge Mountains on the Soque River, seven miles above the junction of this river with the Chattahoochee. It is in the heart of the apple industry of Northeast Georgia, and has grown in popularity within the past few years on account of its proximity to six Georgia Power Company lakes which affords wonderful recreational facilities. It is the hub of ten paved highways bringing in trade from the vicinities of Cornelia, Habersham Mills, Toccoa, Toccoa by way of Hollywood, Clayton, New Liberty Community, Burton Lake, Stonepile Community, Nacoochee and Cleveland. It is also the hub of points of interest in this immediate section, being only seventeen miles from Yonah Mountain, twelve miles from beautiful Nacoochee Valley, twenty-four miles to the top of the Blue Ridge Mountains, sixteen miles to Lake Burton, the largest artificial lake in the South, twelve miles to Lake Rabun, thirteen miles to the famous Tallulah Falls, twelve miles to Tugalo power plant, fourteen miles to Toccoa Falls, and eight miles from the main line of the Southern Railway from Washington to New Orleans and immediately on the Tallulah Falls Railroad. The section immediately surrounding Clarkesville is very fertile, and some of the finest farms in Northeast Georgia are irght near the town.

Statistics show that there is only one other county east of the Rocky Mountains that has as low death rate as Habersham County.

Clarkesville is populated with a happy, contented people, has good schools and churches and safe business houses.





**MAKE  
CLARKESVILLE  
THE  
CHAMPION  
HOME TOWN  
OF  
1950**

"Cities are what men make them,  
Wherever those cities be,  
Whether out on the desolate desert,  
Or set by the surging sea.  
Though they cleave to the breasts of mountains,  
Or nestle by rivers broad,  
Cities are what men make them,  
On the land that is given of God.

"Cities are what men make them,  
What men demand they shall be,  
Slothful, sloven, sleepy,  
Progressive, beautiful, free.  
If the hearts of the builders are noble,  
In one what the day and the need,  
They build unto grandeur and greatness,  
For thus it was ever decreed!"

— AUTHOR UNKNOWN

**Clean-Up      Paint-Up**  
**- -      Fix-Up      - -**

## 'Clarksville' or 'Clarksville'? Question and Answer

Mrs. Flora G. Hicks, postmaster recently received a letter from V. C. Burke, Deputy Postmaster General, requesting a statement as to the incorporation of the town and the spelling of the name.

The official letter reads in part:

"Rand McNally Atlas states the town is incorporated as Clarksville. It is a long established policy of this department to have the name of the post office agree with the corporate name of the town it serves.

"You are requested to furnish this bureau with a statement as to the incorporation of the town and if that name differs from the one given the post office, advise if there is any reason why the post office name should not be changed to conform with the legally incorporated name.

"The history of the origin of the name, if known, would be helpful to the department in reaching a decision and also for future reference."

Mrs. Hicks consulted Miss Byrd Ivester, regional librarian, and Steve Frankum, lawyer and her reply to Mr. Burke read in part as follows:

"The following excerpts copied

verbatim will give the legal information as well as history:

"Georgia Laws 1870—page 181, No. 120: 'An act to incorporate the town of Habersham; to appoint commissioners for the same and for other purposes.'

"Section I. The General Assembly of the State of Georgia do enact, and it is hereby enacted by the authority of the same, that James E. Griggs, Mitchell Parker, Robert McMillan, William W. Berry, Jarvis Van Buren be, and they are hereby made a body corporate under the name and style of Town Council of Clarksville, and shall hold their offices until the first Saturday in January, 1871, and until their successors are elected and qualified."

History and Resources of the Hills of Habersham County, compiled by the Department of Education, Habersham County, Clarksville, Georgia, 1937, page 4, paragraph 1 and 2:

"Habersham County was formed a part of a land grant ceded from Cherokee Indians in 1817. The county was organized in 1818 and named for a famous Revolutionary leader and later Postmaster General, Joseph Habersham.

"The county site was chartered

in 1823 and named for the Revolutionary General Elijah Clarke. General Clarke spelled his name in the old way with the final E, and for this reason the E is retained in Clarksville. This little city has the distinction of being the only one of nineteen Clarksvilles in the U. S."

Tri-County Advertiser  
4-27-50

## Civic Groups To Compile Material For Clarksville's Champion Home Town

Representatives of Civic, Church and Business groups met Wednesday night to map plans for Clarksville's 1950 Champion Home Town Report. Sponsored by the Clarksville Lions Club, the meeting was conducted by L. R. Turpen, immediate past president and chairman of the committee.

Discussion of the evening centered on the many improvement that have taken place in Clarksville since last October. Some of the major efforts include: Merchants have made many improvements to business establishments adding to the attraction of the city. The city has sponsored many progressive programs; Churches have continued projects adding to the welfare of the community life. Industrial gains have been exceptionally noticeable. Special emphasis has been placed on home improvement.

All civic groups in the city will cooperate by submitting reports of their improvement projects and programs. These divisional judges will select best entries in their area and then visit the towns chosen. The reason is to certify the accuracy of their selection of reports to state judges.

Winners in the divisional contests will be entered in the state competition and studied by five state judges. Those selected for the judging are impartial civic-minded men and women from towns not eligible in the contest.

All reports submitted becomes the property of the Georgia Power Company.

Tri-County Advertiser  
9-28-50

## Committee Attend Power Company Contest Meeting

The Georgia Power Company was host at a luncheon in Athens last Friday for representatives of the Northeast Georgia towns participating in the 1950 Champion Home Town Contest.

Charles A. Collier, vice-president of the Georgia Power Company gave the principle talk, in which he outlined the history of the contest and its effect throughout the state and nation.

Mr. Collier, who was the originator of the contest, pointed out that newspapers from coast to coast have carried feature stories extolling the spirit and civic mindedness of a people who enter such programs to make their communities a better place to live. This type of national recognition is quite refreshing, he stated in view of the fact that Georgia seems to have an "appetite for adverse publicity."

Jack Wells, of Athens, welcomed the guests and E. C. Hammond, Division Sales Supervisor of the Power Company, presided over the meeting.

Tri-County Advertiser  
5-25-50

## BUSINESS AND INDUSTRY

Retail, wholesale and service establishments located in Clarkesville have shown a substantial gain in dollar volume during the last year.

New businesses have been added to make our city one of the best shopping centers in North Georgia. Good roads have played a major roll in providing for additional trade, there being ten paved roads leading into Clarkesville.

Improvements, both on a major and minor scale, have been added with increased customer service and added touches of modernization which add to the attractiveness of the town.

Listed below are additions and improvements completed during the contest period.

- |                              |   |
|------------------------------|---|
| J. R. Reeves                 | - Completed new building on Cleveland Road for Builders Supply. Cost \$30,000.00.   |
| E. C. Lovell                 | - Completed new chicken house 30' x 150'. Will house 6,000 chickens. Approximate cost \$3,500.00.   |
| Habersham Bank               | - Was established in 1904. There has been no change in fixtures or appearance of the building until this year. The building was recently remodeled, new mahogany fixtures were added. A store building next door was taken in to give them more floor space and is used for a bookkeeping department. Clarkesville now has one of the most modern banks in Georgia. Cost \$8,000.00 |
| M. R. Barron                 | - Opened new Ready-To-Wear store.   |
| Clarkesville Florist         | - Moved to new location with added space for expansion.   |
| DeSoto Hotel and Coffee Shop | - Complete modernization and under new management. Installed new neon signs. The residence next door is now being remodeled. The front was graded to make ample parking space. An attractive rock wall is being built to do away with an unattractive red clay bank.  |
| Mrs. Martha Brendell         | - Built a new greenhouse 20' x 60'. Raises pot plants and now has a complete floral shop.   |
| Church and Son               | - Completing new funeral home on Washington Street. Approximate cost - \$40,000.00.   |



- Dover and Ramsey - Installed self-service ice dispenser on Washington Street.
- Brewer Drug Company - Installed new soda fount.
- Turpen Drug Company - Installed plate glass mirrors 3 feet high and 30 feet long over booths in store.
- R.E. and W.H. Ramsey - Purchased S. M. Foster Store. Added a meat market and made other improvements.
- Lee 5 & 10¢ Store - Expanded store and added new fixtures.
- Tri-County Advertiser - Office enlarged 400 square feet. New flourescent lighting and additional printing machines installed. Painted building inside and out. Given honorable mention for outstanding community service by Georgia Press Association.
- Cleveland Lumber Company - Moved to new location on Toccoa Road. Added two new buildings. Was in full operation November 1949. They are now equipped to handle and process all types of lumber and at this time have over a million feet of lumber on the yard.
- There are five such lumber yards in and near Clarkesville. This has proven to be one of Clarkesville's biggest industries.
- Standard Telephone Company - Placed all two party and four party telephones on full selective ringing basis. This is the first and only such installation in Northeast Georgia.
- Freight Rates - As a result of efforts of local citizens, Clarkesville's freight rates were placed on the same basis as that of Cornelia. This will be of material assistance in encouraging industrial development in Clarkesville.
- Habersham Furniture Company - Installed new awning on front of store on Washington Street.
- Fry's Pool Room - Installed new metal awning.
- Habersham R.E.A. - Installed new metal awning.
- Economy Auto Store - Installed new metal awning.
- Firestone - Installed new metal awning.
- Kinney's Pool Room - Painted building inside.
- Modern Dry Cleaners - Painted building inside and out.
- Masonic Building - Added new neon sign.
- O.K. Barber Shop - Installed venetian blinds.
- Asbury Hardware Company - Installed new metal awning.



## DEPARTMENT grows into a STORE

THE SALE of building materials became such a substantial part of his Reeves Hardware Company business in Clarkesville, Ga., last year that J. Randolph Reeves decided to erect a new fireproof building and open up the Reeves Builders Supply Company.

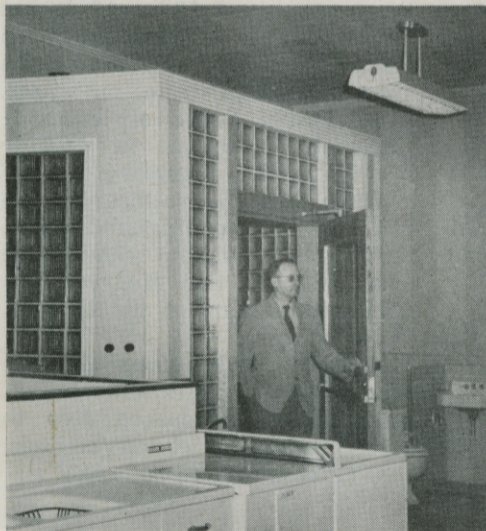
The inviting and convenient store that resulted is pictured on this page.

Reeves opened his hardware business in Clarksville, Haber-

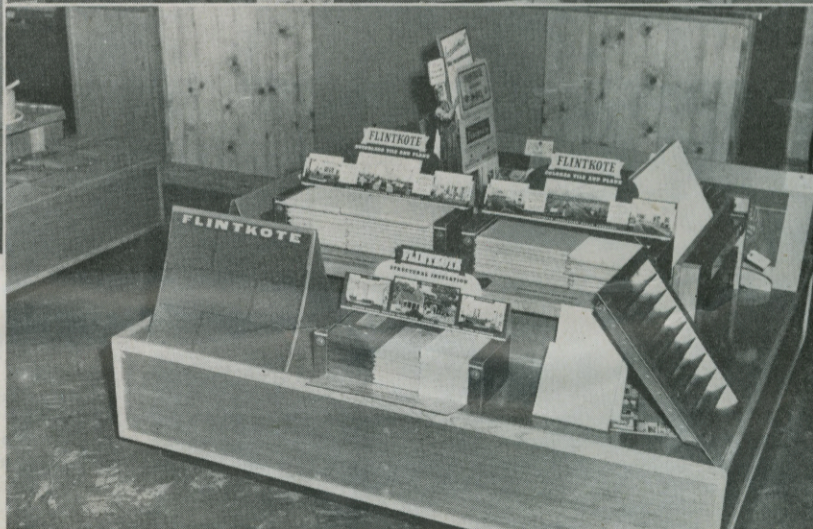
sham county seat, in 1927. In 1944 he organized the Reeves Truck and Tractor Company. In 1947 a new building for his Reeves Hard-

ware Company and Reeves Furniture Company was completed.

But since it was not fireproof (Please turn to page 78)



Randolph Reeves, president of the Reeves Builders Supply Company in Clarkesville, Ga., is seen above entering his new store through the foyer that is enhanced with glass block panels. The entire store is finished in two-toned insulating-board planks and panels. At upper right, James Robert Reeves serves a customer from wall shelves.



### NEW GEORGIA STORE

(From page 22)

and was not sufficiently large to store adequate stocks of building materials, Reeves proceeded to construct, with day labor and without contractor, the building pictured on page 22. The upper floor is used for the building supply store and warehouse; the lower floor is used for storage of farm implements and trucks.

By moving all these goods into this new fireproof building, Reeves was able to reduce his insurance bill \$2,000 a year!

Through the Reeves Builders Supply Company, a subsidiary of his hardware firm, Randolph Reeves is jobbing asphalt and aluminum roofing, wood doors and windows, electric supplies.

For a quarter of a century the name Reeves has been the buy-word for hardware in northeast Georgia and adjoining North Carolina. Five Reeves brothers own and operate hardware stores in Franklin and Highland, N. C., and in Clarkesville, Clayton, and Cornelia, Ga. Now Reeves is coming to be the buy-word for all



The new building that houses the Reeves Builders Supply Company in Clarkesville, Ga., is all of steel and masonry construction except for necessary displays and storage bins. The windows all have steel sash. Steel supports roof and second floor, as seen above. The building is 60 feet wide, the ground floor is 90 feet long, and the upper floor is 110 feet long. Built under Randolph Reeves' personal supervision and from his own plans, the building cost approximately \$30,000.

types of building supplies, too.

The Reeves family has prospered by selling quality brand-name materials and supplies with

this guaranteeing sales approach:

"Everything you buy in this store must be exactly as represented."





### Church Brothers To Construct Store Building

Construction will begin on a concrete block building on the property owned by Elmer and Corbett Church as soon as materials are available according to an announcement by Corbett Church. The building will be 40 ft. by 60 ft., and will be divided into two units, one of which will probably be occupied by a cafe.

September 28, 1950



### Church and Son Funeral Home Starts Construction

Construction began this week on the new home of Church and Son, funeral directors, located directly across from Clarkesville Baptist church, on Washington street.

The brick structure will follow residential lines and will be approximately 72 ft. x 90 ft. It is of partial two-story design with the upper floor including living quarters and storage space.

The main floor will include a chapel with a private entrance in addition to an entrance and exit from the main part of the building. The main entrance leads into reception room and immediately to the rear are rooms necessary to a business of this nature. A driveway encircles the home with entrances on each side.

Pardue Construction Company have the contract for construction and it is expected that the construction will be completed within three months if weather and building condition are favorable.

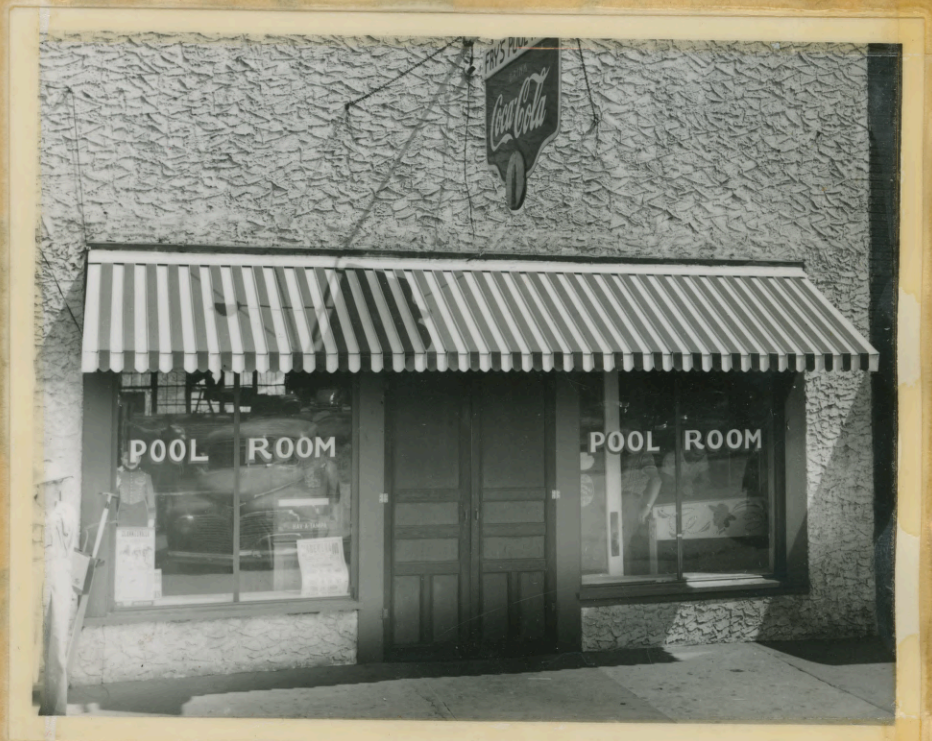
August 3, 1950



FRONT ELEVATION  
SCALE 1/4" = 1'-0"

FUNERAL HOME  
FOR  
MADLER G. CHURCH  
CLARKESVILLE, GEORGIA







**Modern Soda Fount  
At Brewer Drug Co.  
Installed Wednes.**

The Brewer Drug Company on Wednesday installed a new soda fountain with attractive yellow and grey plastic and chromium counter which will facilitate the service and add to the appearance of this very popular part of the drug store.

The cabinet is a Frigidaire ice cream storage cabinet and liquid carbonic fountain of chromium.

April 20, 1950

**TRI-COUNTY ADVERTISER GIVEN  
HONORABLE MENTION IN GPA  
CONTEST FOR COMMUNITY SERVICE**

The Tri-County Advertiser Thursday night was one of three newspapers in the state given Honorable Mention vieing for the W. G. Sutlive trophy, for outstanding community service during 1949-50, the Georgia Press Association highest honor.

It goes annually to the Georgia newspaper "which does the most constructive work for its community" and is made for meritorious service by the newspaper for the welfare, betterment and progress of its community." Honorable mention was also given to the Eastman Times-Journal and the Sylvania Telephone.

First prize was given to the Gainesville Daily Times and the trophy was presented by Kirk Sutlive, former president of the GPA, at the convention's awards dinner at the Ansley Hotel in Atlanta. Sylvan Meyer, editor, received the trophy.

All contests were judged by leading journalists from states other than Georgia. Judge for the W. G. Sutlive contest was John Scott Davenport, professor of journalism at the University of Iowa.

August 27, 1950

**Post Office Receipts  
Continue To Climb  
In Clarkesville**

Receipts at the Clarkesville post office continue to climb. For the first half of 1950 they were \$8,449.96 as compared with \$7,636.03 for the same period last year. This is an increase of \$813.93 over the first half of 1949.

Inductions point favorably toward the 1950 calendar year exceeding the previous high year of 1949, which was \$17,031.23 and 1948 of \$14,486.48.

July 13, 1950

**Lee 5 & 10c Store  
Expands Facilities**

The Lee 5 & 10c Store in Clarkesville has expanded its space to introduce new merchandise to it's patrons.

Several new counters, placed in the newly-provided space, will display merchandise more adequately than ever before.

Several hundred feet of floor space has been made available in the renovation to place more merchandise within sight of the buyers.

April, 1950

**Plate Glass Mirrors  
Add Attractiveness  
To Turpen Drug Co.**

Plate glass mirrors approximately three feet high and 30 feet long have been installed over booths at Turpen Drug Company this week

The mirrors add much to the interior attractiveness of the building.

April 27, 1950

**UNITY FOR A PROSPEROUS COUNTY**

It is an ambitious attitude that causes any municipality to plan seriously for its future! Today, officials of many great population centers can only regret that some real planning was not done scores of years ago by authorities then in control.

How much better it would be if the communities in this county would join in a co-operative effort to develop the entire section. If officials of our communities that exist in this neighborhood would get together, map out their region of the future in such a way that progress in one town would be consistent with that in the next, the apparent result would be a section well-moulded to suit the requirements of the next several decades.

As we enter a new year how well it would be if we would forget petty jealousies and selfishness and apply our concerted efforts toward a more prosperous Habersham county.

December 29, 1949

# Civic Groups Commend New Mill's Selection Of Clarkesville Site

## CLARKESVILLE

### LIONS CLUB

WHEREAS, United Merchant and Manufacturer's, Inc., has selected Clarkesville, Georgia, as the location for a rayon weaving plant, and

WHEREAS, ground has been broken and grading is now underway for this industry, and;

WHEREAS, the Clarkesville Lions Club, as well as every citizen of our City, is delighted that this Corporation has chosen Clarkesville for its new development, and;

WHEREAS, it is the desire of the Clarkesville Lions Club to offer its services and assistance to this company, its officers and employees, in any way that it can be of benefit or service in the development of the industry, in welcoming it and its employees to our City and extending to it and them sincere good wishes in their every activity here.

NOW, THEREFORE, BE IT RESOLVED by the Clarkesville Lions Club in meeting duly assembled, that we forward a copy of this resolution to United Merchants and Manufacturer's, Inc., expressing our gratitude to said company in the selection of Clarkesville for this development; that we welcome it and its people to our community and pledge them our wholehearted co-operation.

CLARKESVILLE LIONS CLUB,

G. C. OLIVER, SR., President,  
TOM GAILEY, Secretary.

### CORNELIA KIWANIS CLUB

WHEREAS, it has been made known to the Cornelia Kiwanis Club that grading operations have been started in Clarkesville, Georgia by the United Merchants and Manufacturer's, Inc., for the construction of a rayon weaving plant, and;

WHEREAS, the Clarkesville Lions Club has devoted much time and effort, individually and as a Club, in the securing of new industry and the better development of Clarkesville and Habersham County, Georgia, and;

WHEREAS, manifestly this industry will stimulate business, aid in the development of this section of Georgia and be of great benefit to the people of Clarkesville and Habersham County.

IT IS, THEREFORE, RESOLVED upon motion duly made, seconded and unanimously carried by the Cornelia Kiwanis Club that our sincere compliments and congratulations be, by this resolution, conveyed to the Clarkesville Lions Club for its untiring efforts toward the better development of Clarkesville, Habersham County and the State of Georgia. That the friendly atmosphere existing in your City, the fine co-operation and progressive spirit on the part

of all its citizens will immediately disclose to this company its wisdom in the selection of Clarkesville for its new location.

BE IT FURTHER RESOLVED that we take this means of welcoming United Merchants and Manufacturer's, Inc., to Clarkesville and wish for it many successful years of operation.

CORNELIA KIWANIS CLUB,  
JACK ELLARD, President,  
HERON WHITE, Secretary.

### CORNELIA CHAMBER OF COMMERCE

Clarkesville Lions Club,  
Clarkesville, Georgia.  
Gentlemen:-

The Cornelia Chamber of Commerce extends greetings to the Clarkesville Lions Club upon the procurement of a new industry. Certainly this new enterprise will add much to the economic and business life of your town and our county.

The Officers and Directors would like to offer the services of our organization at any time, and in any way, that we may be helpful in securing this or any other enterprise for your community.

Sincerely yours,

F. JACK ADAMS,  
Immediate Past President.

HELEN S. STEWART,  
Executive Secretary.

## Mill Owners Advised of Grading Commenced

United Merchants and Manufacturers, Inc. had requested that they be informed when grading began on the new rayon mill. Following is telegram addressed to the mill owners following arrival of earth-moving equipment and grading started:

### TELEGRAM

Mr. David Levy,  
United Merchants & Mfgs.  
New York, N. Y.

Grading began today. Please convey to the officials of your company our sincere thanks and appreciation for your selection of our town for your location.

CITY OF CLARKESVILLE, GA.  
J. R. REEVES, Mayor.

(The following letter was received replying to the above telegram):

UNITED MERCHANTS and MANUFACTURERS, Inc.  
NEW YORK, N. Y.

September 15, 1950.

Mr. J. R. Reeves  
Mayor, City of Clarkesville  
Clarkesville, Georgia

Dear Mr. Reeves:

I have your telegram of September 14th which was occasioned by the start of the grading operations for our new plant.

I showed your telegram to the officials of this company, and to a number of my associates here, and all join me in thanking you and your associates for the assistance and cooperation given to us throughout the period of study and negotiation. We are confident that our selection of Clarkesville as the location of our new plant is a wise one, and we look forward to many years of pleasant and harmonious relations with the people of your city.

Sincerely yours,

DAVID LEVY,  
Purchasing Agent.

DL:KK

September 21, 1950

## WELCOME, UNITED MERCHANTS

Location of Clarkesville's first major industry, of which announcement is made today, brings to a climax a long desired development.

Great strides have been made in the past year, and we believe this area will continue to grow and prosper.

Location of this industry will add further to the commercial development of this community.

We extend to United Merchants and Manufacturers a most hearty welcome and feel assured the entire populace will exert every effort in promoting their enterprise here.

And we are proud that this large concern selected Clarkesville for their new rayon weaving mill, after a survey of numerous possible locations in four Southern States.

September 21, 1950

September 21, 1950