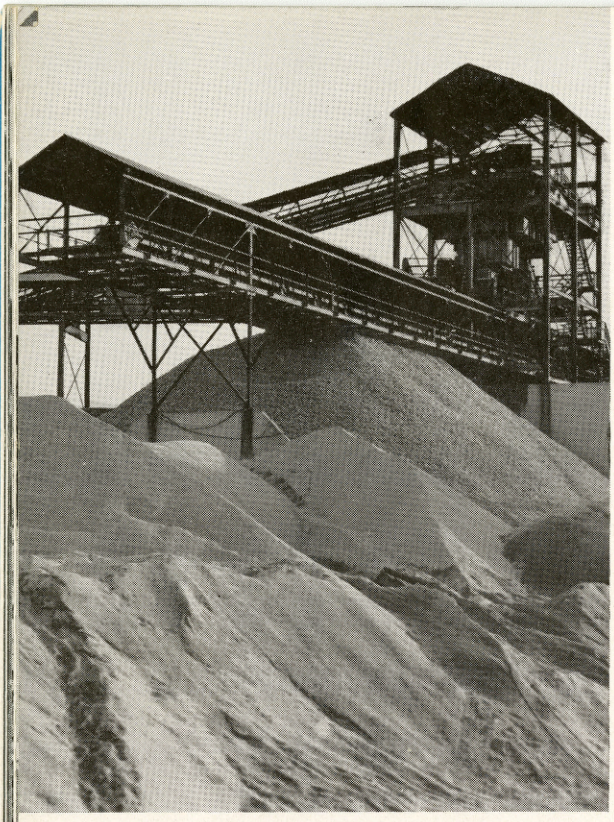
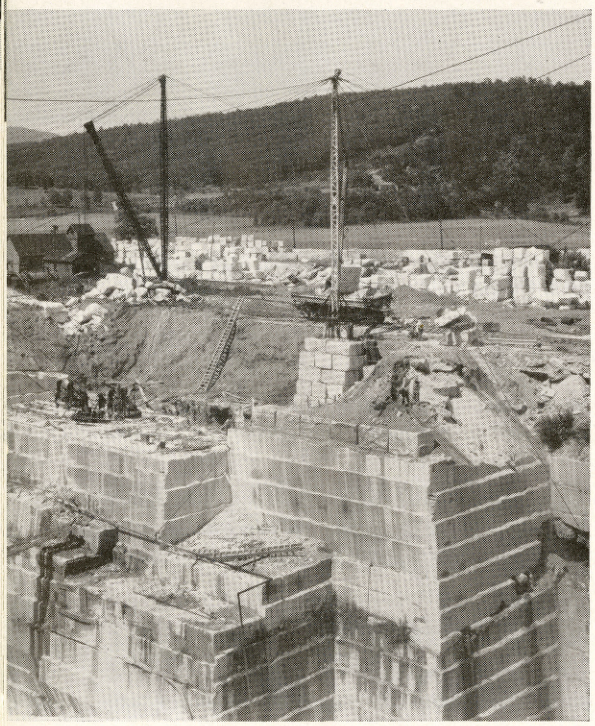


Here: crushing granite; quarrying marble



The largest infantry school in the United States is at Fort Benning, near Columbus.

CLAYS AND MINERALS

cational activity, is now going on, to assure Georgia that her wealth of forests will be utilized intelligently. For example, a crop of more than 1,000,000 young pines is under cultivation at the Herty Forest Nursery, owned and operated by the state at Albany in southwestern Georgia. These seedlings are for distribution, at cost, to farmers and landowners, so that they may be planted in the state's barren hills and idle lands.

To the paper industry's fundamental requirements, which Georgia meets in such abundance, the state adds other incidental but quite important advantages, such as ample and economical power and fuel supplies, accessible clays and chemicals, water of proper analysis and excellent transportation by rail, water and highway. All of these factors combine to place Georgia in the center of the revolution now so apparent in the pulp and paper industry, brought about by discovery of such a promising new source of supply. Plants valued at a total of $15,000,000 are now manufacturing pulp at Brunswick and pulp and kraft paper at Savannah.

Georgia's opportunity to profit and grow from her forests does not end here. Countless other products can derive from these prolific pine lands. Seventy per cent of the country's rayon is made in the South from cotton and wood pulp. Wood cellulose is used for transparent s h e e t i n g — celluloid — safety glass — pyroxylin lacquers — artificial leather — smokeless p o w d e r — moulded plastics — and for many other products born in what has been called "this age of cellulose." Georgia's forests stand strong among the state's rich assets; they offer a limitless field for far-reaching industrial development.

Mineral resources of Georgia also offer practically unlimited opportunity for commercial enhancement. Although the potentialities of these resources have barely begun to be realized, mineral production in the state now amounts to more than $15,000,000

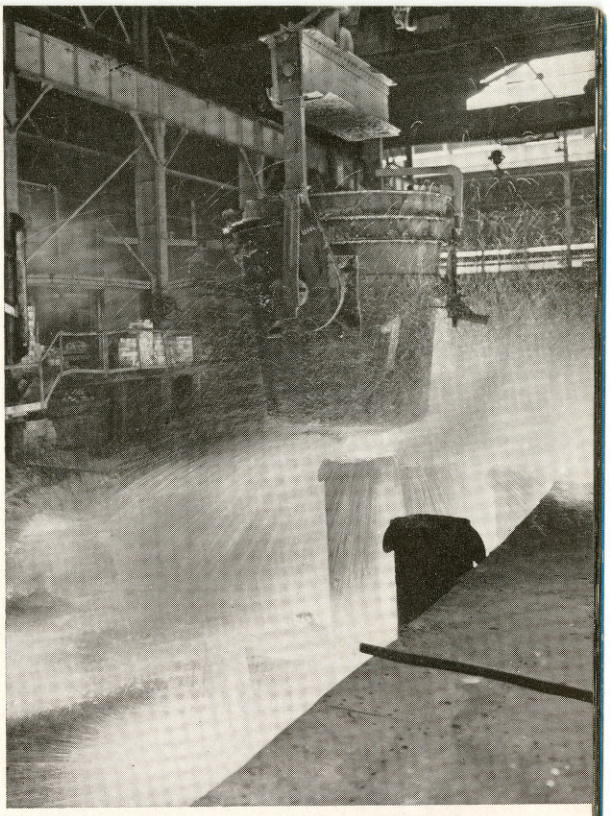
TREASURE IN THE EARTH

in an average year. A spectacular incident in the state's mining history was the discovery of gold in northern Georgia in about 1829. Built in 1838, a mint was operated by the federal government for 23 years. The first production of manganese and bauxite in the United States followed their discoveries in Georgia. Now, however, the state's mineral production is more than 97 per cent non-metallic.

Georgia marble is internationally famous as an architectural material of classic quality. Monumental granite in the Elberton district (eastern Georgia) and gray building granite in the Stone Mountain section (near Atlanta) are chief supplies which make Georgia rank second in the country in production of this important grade of stone.

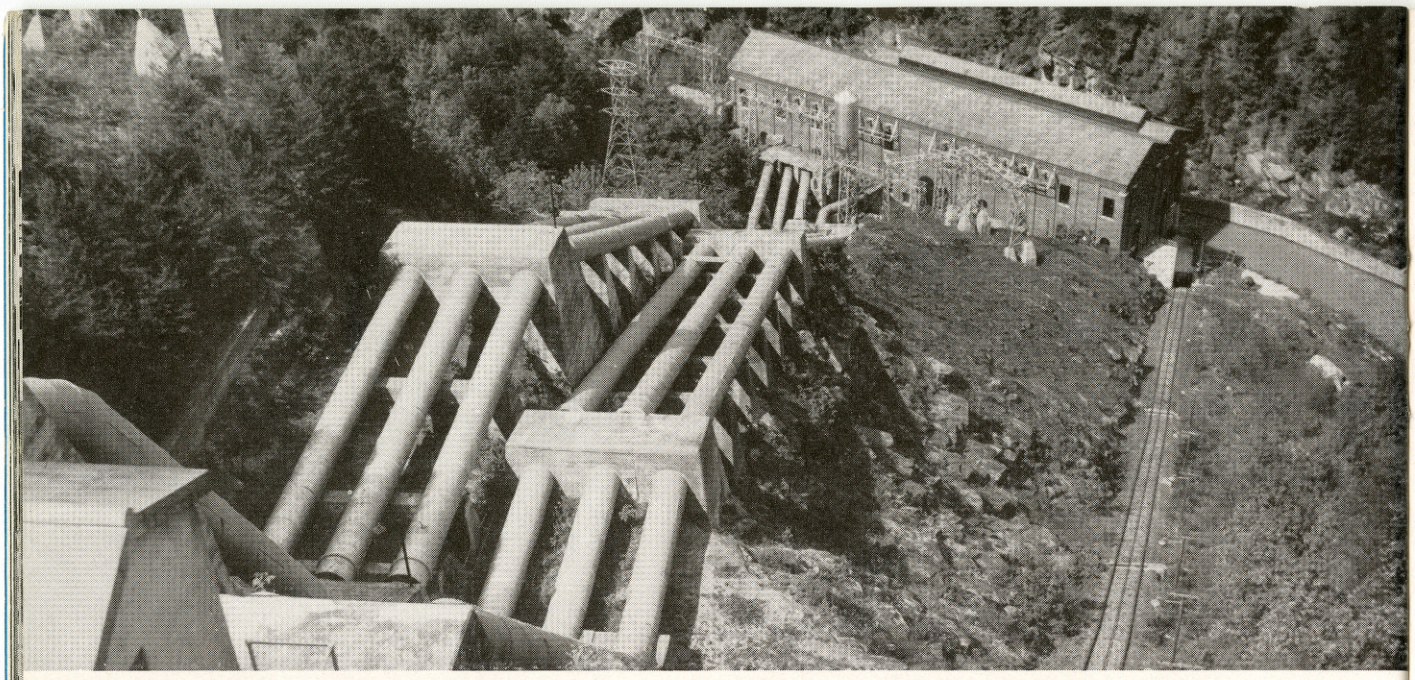
Asbestos, barytes, bauxite, coal, dolomites, fuller's earth, graphite, iron, kyanite, limestone, manganese, marls, mica, ochre, slate, pyrite, sand and gravel, sericite, talc, travertine and others are now in production. Either produced in the past, or available in sufficient quantity to warrent production, are copper, corundum and vermiculite. With all this great variety, however, the value of Georgia clay exceeds that of any other mineral. Most important of these are the remarkably pure white sedimentary kaolins, now replacing imported clays for use in coating for fine printing papers and in manufacture of high-grade ceramic products such as chinaware. As if to emphasize the great diversity of treasure hidden in the earth, precious and semi-precious stones, such as ruby, amethyst, agate, garnet and even diamonds have been discovered in Georgia, but not in commercial quantities.

Outstanding among the factors which, in recent years, have given Georgia a more balanced income, has been the steady march of new industries into the state. Probably the strongest testimony to the satisfaction which these new enterprises have found in their Georgia locations is the fact that many of



Here: steel, Atlanta; textiles, Columbus

The first woman United States senator was a Georgian, Mrs. Rebecca Latimer Felton.



Tallulah Falls hydro-electric plant generates 108,000 horsepower at the foot of a 600-foot gorge

ELECTRIC POWER IS ABUNDANT

them have doubled and redoubled their investments in the state since their first more or less experimental plants were built. Since 1910, the annual money value of products manufactured in Georgia has grown from $200,000,000 to more than $700,000,000. Even in the darkest days of depression, the industrial advance into Georgia did not stop. And the beginning of Georgia's great manufacturing opportunities has barely been reached.

Georgia's climate is a boon alike to human life and mechanical production, for it knows no extremes of hot or cold. A factory in Georgia has inexhaustible supplies of raw materials within easy reach. Pure water is abundant. Transportation facilities — including 7,000 miles of track of 38 steam railroads — meet the most exacting demands of big shippers. Plentiful, dependable electric power is available at rates that are among the lowest in the nation. The state has an ample reserve of intelligent, friendly, English-speaking labor. There is an appreciative spirit of welcome from Georgia's citizens to all new worthwhile enterprise.

In twelve years, 260 new industries have been located in Georgia on the lines of the Georgia Power Company alone. These concerns represent a new capital investment of more than $62,000,000. They have brought employment to more than 28,000 Georgians and created new annual payrolls in excess of $21,000,000.

Although these figures relate only to developments within the area served by the Georgia Power Company, they may be taken as indicative of the industrial progress of the entire state, because the Company's lines extend throughout two-thirds of the state's area. The figures were compiled by the Company's Industrial Department, an organization which operates as a connecting link between industry seeking locations and the various Georgia communities so admirably fitted to supply the locations. This Company not only has on hand information concerning the industrial

Georgia was a leader in providing higher learning at public expense and was the first state, in 1785, to establish a state university.

FAR-FLUNG NETWORK OF LINES

possibilities of every section of the state, with accurate data on the availability of raw materials and other related facts, but it also makes complete engineering surveys for any industry seriously interested in a Georgia location.

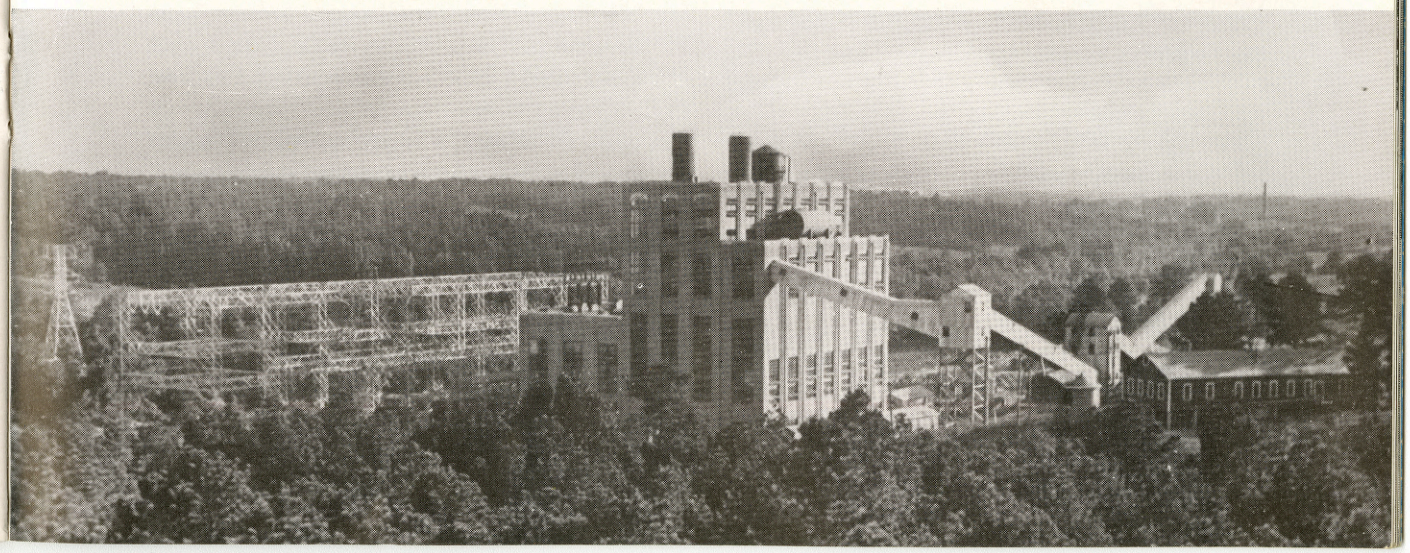
Electric power has been a powerful force in Georgia's industrial progress. Widespread availability of electric power has opened wide new vistas of opportunity for American industry — in a transition age when industry has been straining toward a goal of profitable decentralization. Industries have learned that they need to get away from the overcrowded centers. They have learned the advantages of the smaller towns as sites for new mills and factories — as we saw so graphically illustrated in our one-day trip through the state. Georgia meets this need ideally, for its small towns have the extra attraction of power supply as good and as cheap as that offered ordinarily only in the big cities. Industries, therefore, have a wide choice in selecting locations best suited to their special needs.

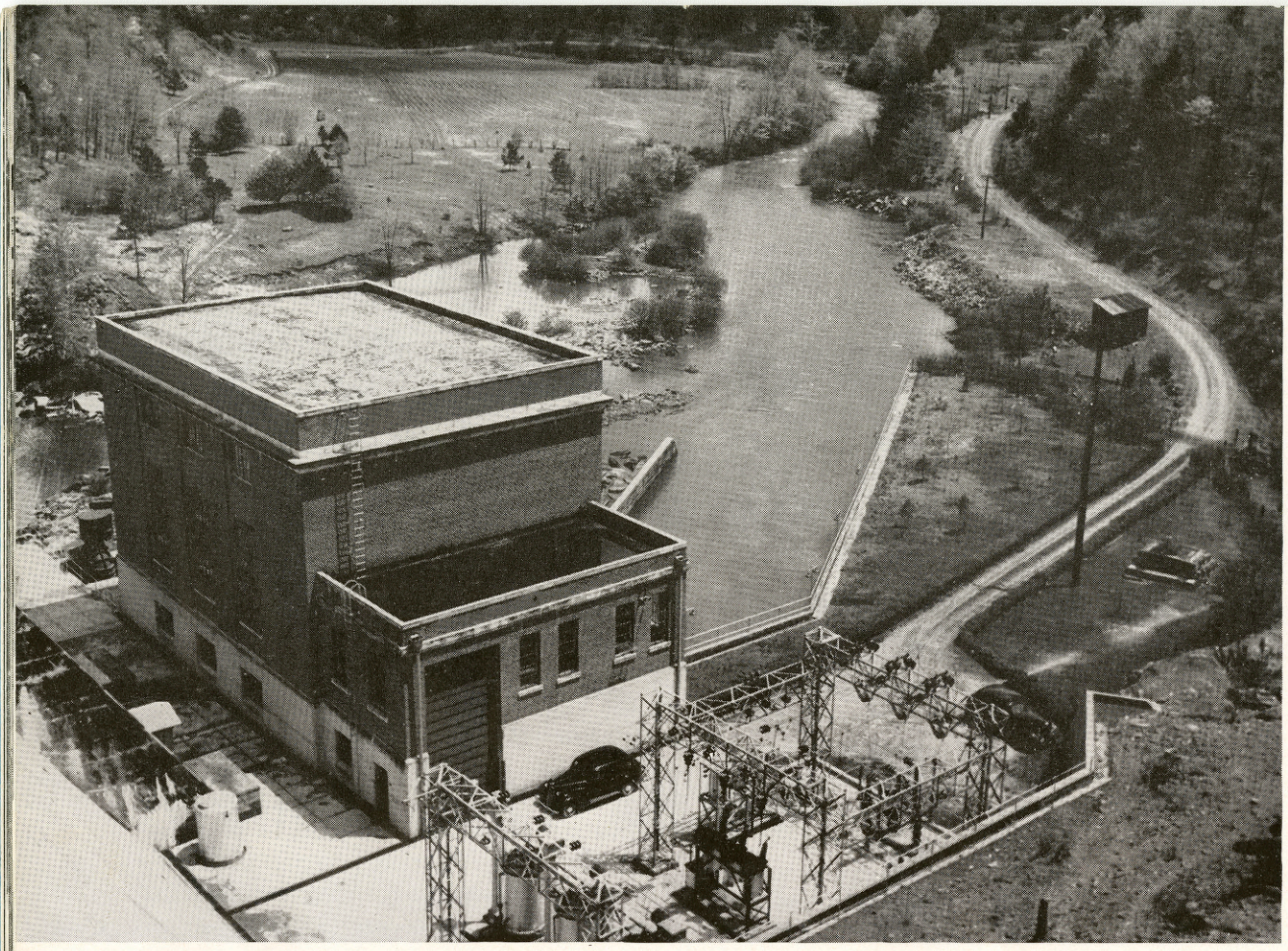
On the next few pages, we will elaborate to some extent on the services offered by the Georgia Power Company. In this booklet about our native state, which we are proud to offer, we seek to present Georgia's attractions and advantages to the farmer, the business man, the tourist, the industrialist, the casual visitor, the seeker after recreation. Electricity plays such an important part in all the affairs of modern life, its story is a potent element in the story as a whole. There are also special reasons which make this discussion *newsworthy*. Electrically, Georgia is a leader in the whole nation. In low cost and high use of electricity, its record is one of its important advantages and attractions.

The Georgia Power Company is practically a statewide organization. The Company's lines cover northern and middle Georgia and the greater part of southern Georgia, and electric service is provided throughout ap-

Georgia was the first state to have a chartered college for women: Wesleyan College, founded in Macon in 1836.

Plant Atkinson, near Atlanta, uses steam to add 100,000 horsepower to the system's supply





Burton hydro-electric plant nestles among rustic scenes

UNIFORM RATES THROUGHOUT THE TERRITORY

proximately 44,000 square miles of the state.

In this big territory, 554 towns and cities are furnished with electricity by the Company. Naturally, the great majority of these are small towns. In fact, only eight of the cities this Company serves have more than 10,000 population. These are Americus, Athens, Atlanta, Augusta, Brunswick, Columbus, Macon and Rome. Only 28 of the towns have populations of more than 2,500. And well over 400 have less than 1,000 population. Of particular significance is the fact that all of these towns, large and small, enjoy precisely the same advantages, insofar as their electric service is concerned. In fact, every farm, village and cross-roads community on the lines of the Georgia Power Company gets the same dependable, 24-hour-a-day service that is provided to the state's largest cities. *And they get it at the same uniform low rates.*

This far-flung extension of electric service at uniform low cost naturally creates a highly favorable situation in Georgia. It has been of tremendous importance to industry and, quite naturally, has been important to Georgia's smaller towns, which now are able to compete on virtually equal terms with the larger cities for manufacturing enterprise.

A Georgian, Dr. Crawford W. Long, first discovered and demonstrated the use of ether for anaesthetic purposes in surgical operations, in 1842.

Power development added many lakes to Georgia — such as this, Lake Burton, in North Georgia

ELECTRIC SERVICE... ABUNDANTLY USED

In order to provide an abundant and dependable supply of electricity, the Georgia Power Company maintains 22 hydro-electric plants and 17 steam-operated generating stations. The largest development in this system is a chain of six hydro-electric generating stations located in the mountains of northeast Georgia, the largest of which is Tallulah Falls, with a capacity of 108,000 horse power. Other large hydro-electric plants are located on the Chattahoochee River near Columbus in western Georgia. Plant Atkinson, the largest steam-operated generating plant in the system, situated on the Chattahoochee River near Atlanta, has a capacity of 100,000 horsepower. Work was begun in 1939 on a new steam-electric plant in Macon, with a capacity of 60,000 horsepower.

The combined generating resources of this system exceed 500,000 horsepower. Electric power resources of neighboring states, Alabama, Tennessee, North Carolina, South Carolina and Florida, also are available to Georgia, through interconnecting transmission lines.

From the various generating plants scattered over the state, a giant network of trans-

The Girl Scout movement in America was founded in Savannah, by a Georgia woman, Juliette Low.

ELECTRICITY SERVES THE FARM

mission and distribution lines has been constructed. In this network there are 2,450 miles of transmission lines, ranging from 19,000 to 110,000 volts, and approximately 7,000 miles of distribution lines, as well as the many thousand miles of lines that speed the energy to individual users.

The Georgia Power Company, since its formation, has been active in the construction of rural lines into the outlying and farming communities of the state. By the end of 1939, the total number of miles of strictly rural electric lines the Company had in operation had reached 4,500—equal to the distance across the continent from New York to Los Angeles and almost half-way back. Today, approximately 52,000 consumers on farms and in rural communities of less than 1,000 inhabitants are enjoying electric service in their homes and on their farms—at the low rates paid in the cities. In addition, the Company furnishes electric power directly or indirectly to 30 cooperative systems organized under the federal Rural Electrification Administration. These cooperative systems embrace 10,287 miles of rural lines.

The first gold mining operations in the United States were at Dahlonega and an important U. S. mint operated there for many years. Recent developments there indicate profitable resumption of mining.

Broad street in Augusta, by night

Macon, Georgia's progressive central city

175,000 HOMES GET THIS SERVICE

Executives of industry in Georgia, as well as workers; the thousands who have come here to work in branch offices and new business ventures, as well as the state's old-time citizens — all of these have found in Georgia a new opportunity to make use of electricity in the home. For in Georgia, as in few other sections of the country, electric service is used fully and with far-sighted wisdom to rid the home of traditional hardships and inconvenience. Georgia homes, with wholesale enthusiasm, have welcomed as their own the bright array of leisure-making, time-improving delights with which electric service has enriched this rather remarkable modern world of ours.

There are 175,000 families in Georgia served by the Georgia Power Company. These home consumers of electricity, by the most recent check, were using an average of 1,400 kilowatt hours of electric service per year — a consumption 60 per cent higher than the national average. The average residential price for this service was 2.8 cents per kilowatt hour — approximately 30 per cent below the national average. Increased use of the service, combined with several reductions in the actual basic prices paid by consumers, has cut the average price of electricity more than half in the past ten years.

It is estimated that there are 120,000 electric refrigerators, 40,000 electric ranges and 20,000 electric water heaters in use in homes on the Company's lines.

The United States government maintains two fish hatcheries in the state, one at Warm Springs, the other near Valdosta.

Old and new buildings harmonize on University of Georgia campus

GEORGIANS ARE A FRIENDLY PEOPLE

These facts and figures are quoted to demonstrate the eagerness with which Georgians seize upon any tested and available facility which adds to the sum of wholesome living. In fact, the substantial, home-loving spirit of Georgia people, coupled with their progressive, friendly attitude toward new enterprise, has been responsible for a big measure of Georgia's industrial growth in recent years. These people are representative, too, of the great and growing market which industry finds in Georgia and the southeastern states. Georgia's population is 99½ per cent American-born and English speaking—a fact which greatly simplifies the labor problem in the state for manufacturers seeking new locations. The Georgia worker is reasonable, ambitious and quick to learn. No line of industry in Georgia has ever suffered from a shortage of capable help. Manufacturers who have located in the state are high in their praise of these workers. Their intelligence, willingness and the speed with which they become familiar with industrial processes make them among Georgia's most valuable assets for real industrial progress.

Because of its moderate climate, Georgia has a decided advantage over sections with more severe climatic conditions, in that Georgia workers, needing less fuel, lighter clothing and less expensively constructed homes, find it possible to maintain a higher standard

Augusta is the largest clay products manufacturing center in the Southeast, with thirteen plants for this purpose.

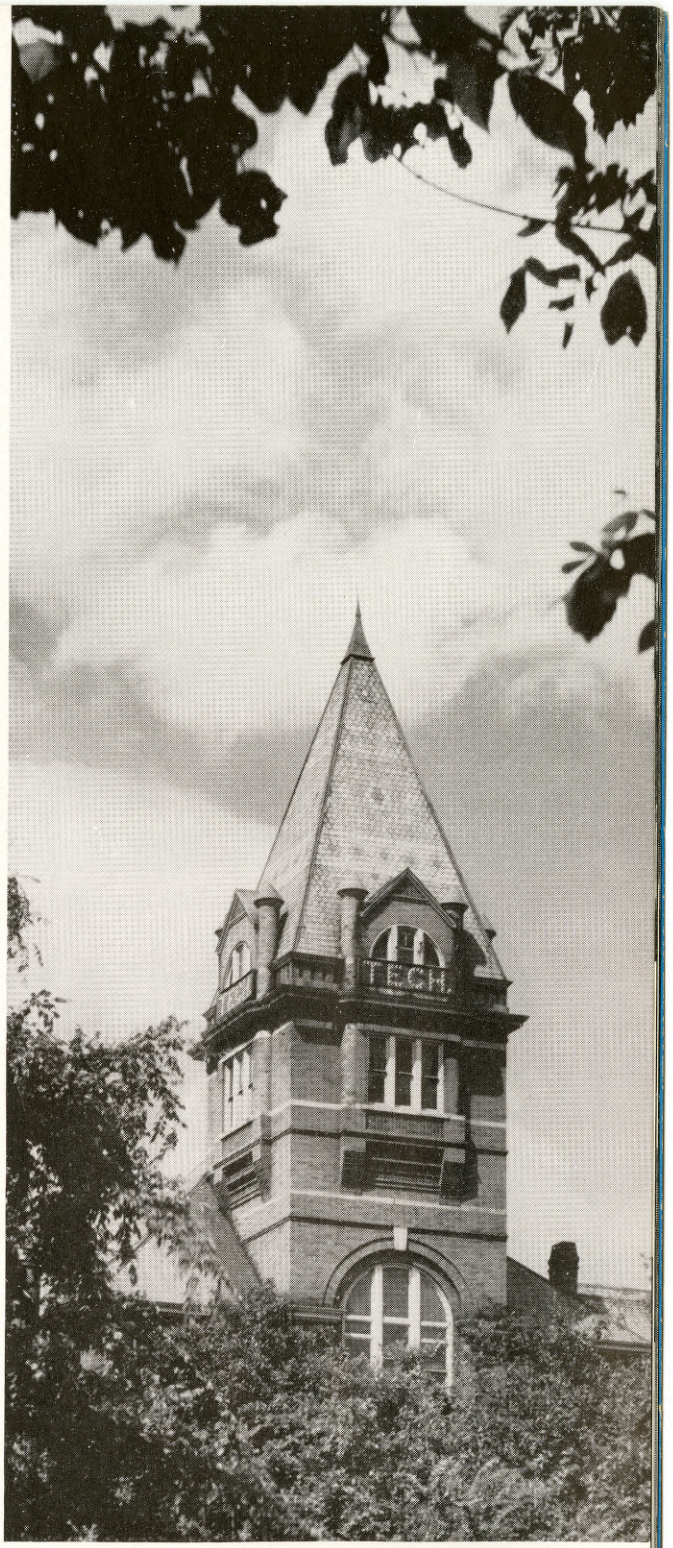
EDUCATION AIMS HIGH

of living on any given wage than is possible for workers in sections of the country with climates more extreme.

With 800,000 children enrolled under 22,000 teachers in its 6,000 public schools, and some 17,000 attending its higher institutions of learning, Georgia is now in the midst of a statewide movement to stimulate even greater interest on the part of all the state's citizens in increased support and appreciation of education, both public and private. An organized effort is under way to equalize educational opportunity, to banish illiteracy from the state, to improve instructional service and further to justify the costs of education by a practical translation of its benefits into professional, vocational and industrial proficiency. Free text books are now furnished to students in the public schools, from the first through the eleventh grades.

Public education in Georgia began when the state constitution of 1777 declared that "schools shall be erected in each county and supported at public expense." Richmond Academy, today an outstanding institution among the state's 500 accredited four-year high schools, was established in Augusta in 1783. Chatham Academy, in Savannah, enjoys a similar eminence among the state's public preparatory schools and is only five years younger. Georgia was the first state to establish a state university, the University of Georgia having been chartered in 1785. Today, approximately 10,000 students are enrolled in the seventeen units of the University of Georgia system. The forty buildings of the major unit, in Athens, occupy an area of 1,250 acres.

In 1836, a charter was granted to Wesleyan College, the Methodist educational institution for women which now occupies a magnificent three-million-dollar plant at Rivoli, near Macon. Mercer University, in Macon, was founded in 1833 by the Baptist church and



The tower that landmarks Georgia Tech

Atlanta is 1,050 feet above sea level — the highest altitude of any city of over 100,000 east of Denver.