

... of Our Modern Medicine



One of the most completely furnished hospitals in the South, the county-owned Felix Long Memorial Hospital houses complete medical and laboratory equipment in an ultra-modern 48-bed building. The hospital forms the core of a large medical center, which includes the Oktibbeha County Public Health office, Scales Clinic, Long Clinic, and the Ellis-Brewer Clinic.

Nearby is the privately-owned 18-bed J. W. Eckford Memorial Hospital with its ideal facilities for complete medical and surgical attention. Additional facilities at the Mississippi State College hospital bring the total modern bed accommodations to more than one hundred.

More than a score of physicians, surgeons, dentists, optometrists, and chiropractors attend the sick in Oktibbeha County.

... of Our Pleasant Climate

Oktibbeha County enjoys a mild, humid subtropical climate characterized by no great extremes of heat and cold, nor by excessive rain or drought.

Alternating moist Gulf air and cooler, drier continental air throughout most of the year lends considerable variety to the climate. Temperatures vary from a 46.7 degree average in January to an 81.3 degree average in July.

Daytime temperatures between November and March average about 58 degrees, the optimum for working comfort. Maximum temperatures during June, July, and August are normally from 85 to 95 degrees, and seldom are temperatures during winter months as low as 10 to 20 degrees.

Average precipitation is 50.84 inches per year. Snow seldom falls, and hail, sleet, and ice storms are almost non-existent.

of Our Progressive Agriculture



Oktibbeha County, the Dairy Center of the South, is the nation's birthplace of the Jersey cattle industry. During the Reconstruction Era, Colonel W. B. Montgomery imported a herd of Jersey cattle from the Isle of Jersey. The new breed combined with the rich Black Prairie land to turn this ante-bellum cotton producing area into a spectacular white gold section.

Soon milk and milk products had pushed cotton into the category of "other crops." The dairy cow now contributed almost three million dollars yearly to local economy. Local dairymen receive a regular monthly income from milk sales to the Cooperative Creamery, the Borden Company, and Perry Creamery.

Timber, which contributes about one million dollars yearly to county income, and livestock, with yearly sales at about \$700,000.00, also outrank cotton as economic factors. Other crops are corn, soy beans, grains, and truck farm products. Animal production includes cattle, hogs, sheep, and poultry.

King Cotton, although not produced extensively in this county, is still the standby of the city's largest industry, the J. W. Sanders Cotton Mill.

Scientific farming—stimulated by the convenient locations of Mississippi State College, the state Agricultural Experiment Station headquarters, and the state Extension Service headquarters within Oktibbeha boundaries—plus the long growing season, the rich soil, and adequate rainfall make Starkville the hub of a modern, efficient, and highly-productive agricultural belt.



of Our Recreational Facilities



Virtually any type of entertainment may be found in Starkville and the surrounding territory the year round. Recent completion of the \$75,000 Memorial Swimming Pool and Park in the heart of the residential section adds greatly to off-hour relaxation in a section noted for the enjoyment of life.

Golfing, boating, and fishing facilities are available; Oktibbeha's natural woods and the Wildlife Refuge abound with wildlife for hunting.

Local theatre and music lovers are invited to lyceum programs at the college, and many countians are always on hand to support the school's athletic events. A large Youth Center is maintained for teen-age activities.

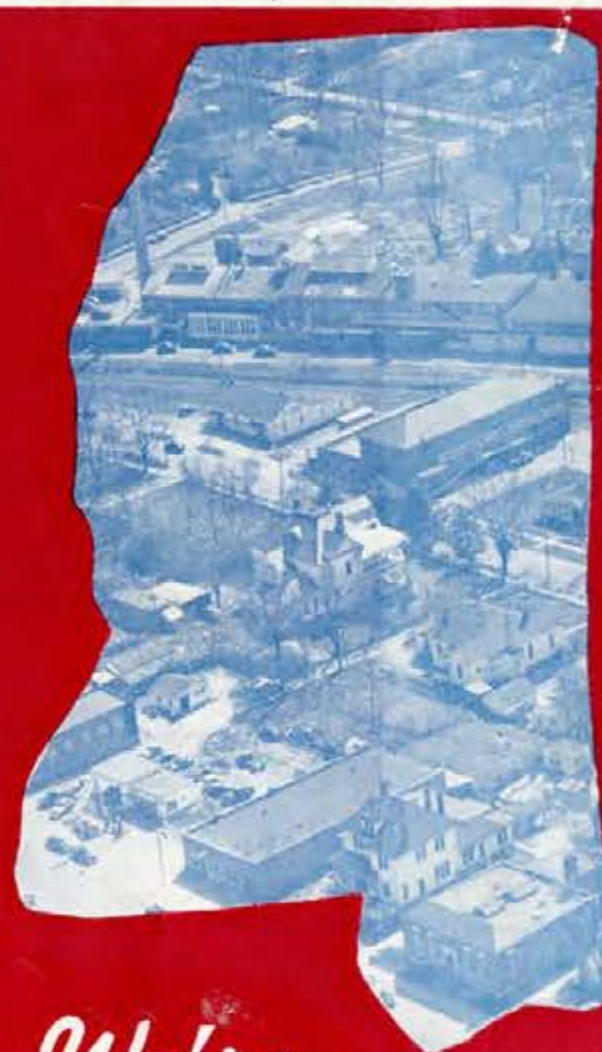
Notably nearby are the Gulf of Mexico, the Mississippi River, the Smokey and Ozark Mountains, battlefields and memorial parks, lush Southern floral gardens, ante-bellum pilgrimage cities, and the TVA dams and lakes.

Yes, We're Proud Of...

... Our 36 modern public SCHOOL buildings ... our ideal LOCATION in a large population area ... our MILD CLIMATE throughout the year ... our 25,000 friendly, hospitable PEOPLE ... our HISTORY of leadership and progress ... our direct, fast and dependable TRANSPORTATION facilities ... our thriving BUSINESSES and their bright future ... our RELIGIOUS HERITAGE ... our AGRICULTURE—a model of scientific advancement ... our facilities for RECREATION in an area where living is fun ... our low cost TVA POWER SUPPLY ... our bountiful WATER supply and NATURAL GAS lines ... our beautiful old ante-bellum HOMES and our ultra-modern houses ... our LOW TAX rate ... our LOW COST OF LIVING and our HIGH STANDARD of living ... of our COLLEGE—an international leader ... and of our INDUSTRIES and Oktibbeha-made products.

For additional information, address inquiries to:
OKTIBBEHA COUNTY CHAMBER OF COMMERCE
STARKVILLE, MISSISSIPPI

In Starkville Mississippi



We're Proud.....

We're Proud of Our Industries . .

Among the leading Oktibbeha County factory products are paper-makers felt, cloth and textile products, furniture, milk, ice cream, butter, condensed milk, dried milk and other manufactured dairy products, needles, cloth gloves, and leather gloves.

One of the county's newest BAWI (Balance Agriculture With Industry) factories is Lockport Felt Company, the only felt making plant in the South. Industrial citizens who arrived prior to the BAWI days include the J. W. Sanders Cotton Mill, Borden Food Products Company, Cooperative Creamery, A & M Dairy, and Perry Creamery. Welcome newcomers are Pinewood Manufacturing Company, Carter Wood Products Company, and Fenton Manufacturing Co.

The largest industrial contributor to the local economy is the J. W. Sanders Cotton Mill, which employs more than 400 persons who earn about \$800,000 annually. Dairy products, sold to the three local creameries, net Oktibbeha County dairymen nearly three million dollars yearly, and furnish industrial jobs to more than 100 plant workers.

. . And Our Industrial Potential

Countians consider the less than 1,000 now on industrial payrolls only the small beginning. There are at least 3,000 more ready within the county to join factory foreges today, and the number of potential laborers from bordering counties anxious to commute to Starkville factories is at least 6,000. Lockport Felt Company, now engaged in a very specialized process, received an excess of 3,000 qualified employment applications. Through Mississippi's BAWI program, industries may not only have their SITE AND BUILDING PAID FOR through an Oktibbeha County bond issue, but they may also be granted FREEDOM FROM TAXES during the first years of operation.

Building sites are plentiful. The abundant supply of Tennessee Valley Authority power is inexpensive, and the natural gas lines and existing water facilities are more than adequate. The supply of labor, both male and female, is abundant.



The J. W. Sanders Cotton Mill



The New Lockport Felt Company Building



Rear View Of The Cooperative Creamery



Unloading Area At The Borden Food Products Co. Plant



Chemical Engineering Building



Business-Education Building



Mitchell Memorial Library

And, We're Proud of Our College . .

Mississippi State College at Starkville is internationally known for leadership in the fields of agriculture, engineering, science, and aerophysics. Its fully accredited undergraduate schools, the Schools of Agriculture, Business and Industry, Engineering, Science, and Education, are widely acclaimed in educational circles.

More than 4,200 students attend classes in the dozens of fine buildings which dot the sprawling campus of the land-grant college. The college's Main Dormitory and its cafeteria are the world's largest. Enrollment is greater than all other state institutions of higher learning.

Besides scores of curricular choices, the college offers a wide variety of social, professional, religious, scholastic, military, and athletic programs to help students spend their time constructively. Arrangements are made for those who wish to work their way through college. Male students may earn commissions in the Army or Air Force while working toward a degree.

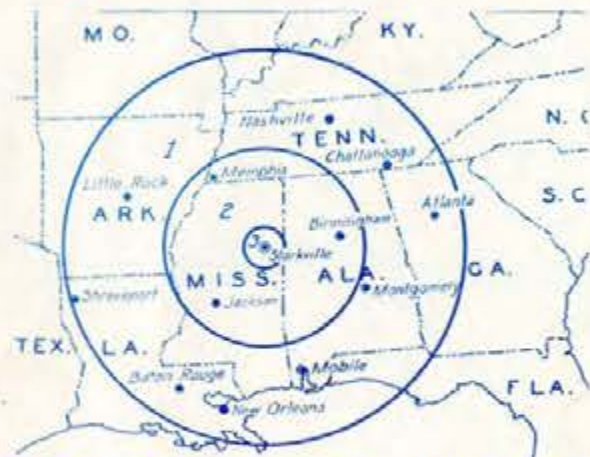
Fees are exceptionally low for a school of Mississippi State's size and standing.

Established near Starkville in 1878 because of the town's wholesome atmosphere, the college began as Mississippi Agricultural and Mechanical College with Confederate General Stephen Dill Lee as its first president. During the last decade, the college has undergone vast physical developments; undertaken new research into building the state's economy through industrial, scientific, business, engineering, and agricultural knowledge; expanded the Graduate School; advanced the standing of faculty and staff; and established a four-year liberal arts and forestry school.



Main Dormitory And Lee Hall

... of Our Ideal Location



More than 15 million persons reside within a 300 mile radius of Starkville. Included in that area are 12 cities of more than 100,000 population: Atlanta, Baton Rouge, Birmingham, Chattanooga, Jackson, Little Rock, Mobile, Memphis, Montgomery, Nashville, New Orleans, and Shreveport.

Within a 150 mile radius there are more than 4 million persons and three cities with more than 100,000 population. Living in the seven counties which lie within 30 miles of Starkville are at least 200,000 persons.

Besides population advantages, Starkville also enjoys better climatic conditions because of its location. Its Southern position frees it from the extreme cold suffered by northern and Mid-Western cities, and the moist Gulf air combined with drier continental breezes make summer months exceptionally mild.

... of Our Businesses



In April, 1956, the number of telephones in service—generally accepted as a good business indicator—was 122.7 percent of those in service in January, 1951, and totals since that time show that the growth is now more than TWICE that rapid.

Part of local business success may be attributed to the smart, modern shops that line the streets of this progressive little city and the well-chosen merchandise displayed by discriminating managers. Citizens of larger cities mingle here with local shoppers and frequent visitors from the many surrounding communities. Taxable retail sales volume for Oktibbeha County was \$14,924,712 in 1955—almost a 50 percent increase over the \$10,093,878.00 taxable sales in 1944.

... of Our Transportation



Oktibbeha County is served by the Gulf Mobile and Ohio Railroad, the Illinois Central Railroad, and the Columbus and Greenville Railway with direct, fast, and dependable connections by rail to every section of the United States.

Continental Southern Lines, a part of the Continental Trailways System, supplies passenger service to Starkvillians with five round trip schedules daily from Birmingham to Shreveport and three daily from Birmingham to Jackson.

Gulf Transport Company connects the county to a main line extending between St. Louis and Mobile. The company also has operating rights between Columbus, Artesia and Starkville. Missala Stages, Inc., holds operating rights from Aberdeen to Starkville.

Certified interstate motor carriers of property include Robinson Truck Lines, Intercity Truck Lines, Delta Motors, Cook Truck Lines, McConnell Brothers Transfer Co., Highway Express, Campbell's Truck Lines, Shumpert Truck Lines, and the LOCALLY-OWNED Garrard Motor Co., Lewis Transfer Co., and Ray Bus Lines.

Southern Airways connects near-by Columbus with all points in the United States. Charter party services and full facilities for private planes are available at Oktibbeha Airport. Also, the city-owned Municipal Airport will soon be brought up to required specifications and will include full landing light facilities for night operation.



... of Our Faith in God



Born with the deep-seated faith in God brought into the Choctaw Nation by missionaries, Oktibbeha County boasts that almost 100 per cent of its population is listed on the rolls of the scores of churches within its boundaries.

Within the Starkville city limits, white worshipers attend the First Baptist Church, the First Presbyterian Church, the First Methodist Church, the Episcopal Church of the Resurrection, St. Joseph's Catholic Church, the Starkville Church of Christ, Faith Lutheran Church, Emanuel Baptist Church, Calvary Baptist Church, and the Starkville Church of God. Local Jewish citizens attend Temple B'nai Israel in Columbus.

Newcomers and students at Mississippi State College are welcomed by all faiths to continue their worship in Starkville and Oktibbeha County.

... of Our Friendly People

Newcomers to Starkville are often surprised to find a hospitality committee arrive with the moving van. They soon learn that Starkvillians are genuinely proud of the city's attributes and are sincerely anxious to share them.

They learn through the helpfulness of neighbors, the solicitation of clerks, and the courtesy of drivers in the busy streets.

The friendliness of the some 25,000 Oktibbehans is a factor that is rapidly increasing the county population. The 1950 Census showed 12,818 whites and 11,751 non-whites populating the county, a 10.9 percentage change since 1940—the largest increase in the entire area.

By 1960 Oktibbeha County is expected to have some 30,000 permanent residents, with Starkville contributing most of the expanded growth.

Local citizens enjoy a high standard of living in a low cost area.

... of Our Modern Schools



The Oktibbeha County school system is recognized as one of the finest in the South with complete facilities for the public education of both white and colored citizens.

Within the county there are 36 school building facilities with a total enrollment of at least 6,000 pupils. Recent construction includes a \$300,000 white elementary school, a \$200,000 Negro school, and the addition of a \$30,000 band hall and \$110,000 gymnasium at Starkville High School.

Careful screening of teachers and the nearness of Mississippi State College and Mississippi State College for Women has helped Starkville and Oktibbeha County build a staff of qualified teachers with vision and broad educational backgrounds.

... of Our Rich History



Missionaries, the first white men to settle in the area, came in 1819 with the idea of spreading Christianity and progressive agricultural methods among the Choctaw Indians. That progressive spirit was echoed in 1831 when founding pioneers built unique hand-hewn clapboard houses and earned the community the name "Boardtown."

The town flourished in plantation splendor during the period before the War Between the States. While the rest of the South recessed during Reconstruction, the Jersey cow was introduced to devastated plantation land here and the town soon flowered into "The Dairy Center of the South." Now progress—in the form of modern equipment—is again transforming the area by releasing to new industries a strong supply of dairy and farm workers.

Starkville Landmarks

1. Starkville High School
2. Jaycee Athletic Field
3. Felix Long Memorial Hospital
4. County Health Office
5. First Methodist Church
6. Starkville Electric Company
7. County Court House
8. City Hall and National Guard Armory
9. City Water Tank
10. U. S. Post Office
11. First Baptist Church
12. First Presbyterian Church
13. Episcopal Church of the Resurrection
14. Starkville Church of Christ
15. Calvary Baptist Church
16. Church of God
17. A & M Dairy and Bar
18. Cooperative Creamery
19. Cold Storage Locker Plant
20. J. W. Sanders Cotton Mill
21. Borden Food Products Co.
22. Oktibbeha County Cooperative
23. J. W. Overstreet Elementary School
24. Illinois Central Freight Depot
25. GM&O Freight Depot
26. Perry Creamery
27. Continental Trailways Bus Depot
28. Memorial Swimming Pool and Park
29. Little League Baseball Field
30. Fenton Manufacturing Co.
31. Starkville Fire Department
32. Lockport Felt Company
33. Pinewood Manufacturing Co.
34. Carter Wood Products Company
35. Stark Hotel
36. Plantation Bell Motor Lodge
37. Faith Lutheran Church
38. American Legion Hut
39. Emanuel Baptist Church
40. St. Joseph's Catholic Church
41. J. W. Eckford Memorial Hospital
42. WSSO Radio Station
43. Starkville News Office
44. U. S. Army Reserve Armory
45. Veterans Housing Units (Westside Apartments)
46. Community and Youth Center
47. Security State Bank
48. Peoples Savings Bank

PAMPHLET PREPARED FOR
THE OKTIBBEHA COUNTY CHAMBER OF COMMERCE
STARKVILLE, MISSISSIPPI
BY JAMES D. PEERLES

