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HIGHLIGHTS OF THE ECONOMY
OF THE
SOUTH CENTRAL GEORGIA AREA

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INTRODUCTION

The purpose of this report is to analyze the various segments of the economy of the 10-county area forming the South Central Georgia Area Planning and Development Commission. As in other sections of the state, manufacturing is the leading employment category, providing over 22% of the area's jobs. Although the importance of agriculture has declined tremendously in the last decade, it still accounts for 20% of total employment in the area -- more than twice the proportion in the state as a whole.

The present study relates recent trends and the present employment structure in the South Central Georgia Area to prospects of economic advance in the coming decades. Its purpose is to provide perspective for follow-up action and specialized studies that can identify, analyze, and develop specific industrial potentials and opportunities in the area.

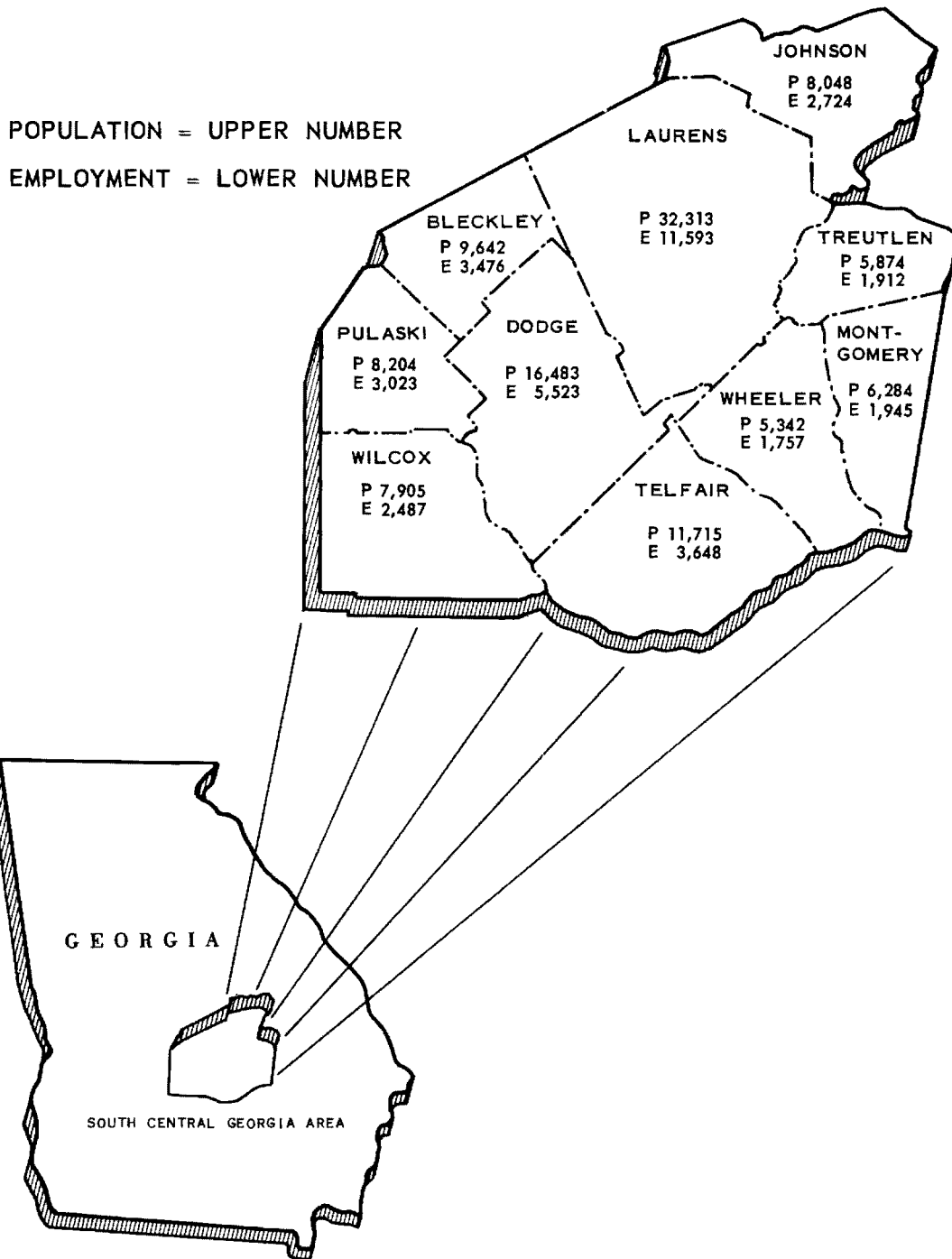
POPULATION AND EMPLOYMENT IN THE SOUTH CENTRAL GEORGIA AREA

Map 1 (on the facing page) focuses on 10 Georgia counties which have organized the South Central Georgia Area Planning and Development Commission. It shows the 1960 population and resident employment in each county, totaling 111,810 and 38,088, respectively, for the 10-county group.

The 10 counties grouped in the South Central Georgia Area include Bleckley, Dodge, Johnson, Laurens, Montgomery, Pulaski, Telfair, Treutlen, Wheeler, and Wilcox.

MAP 1

POPULATION AND EMPLOYMENT IN THE SOUTH CENTRAL GEORGIA AREA, 1960



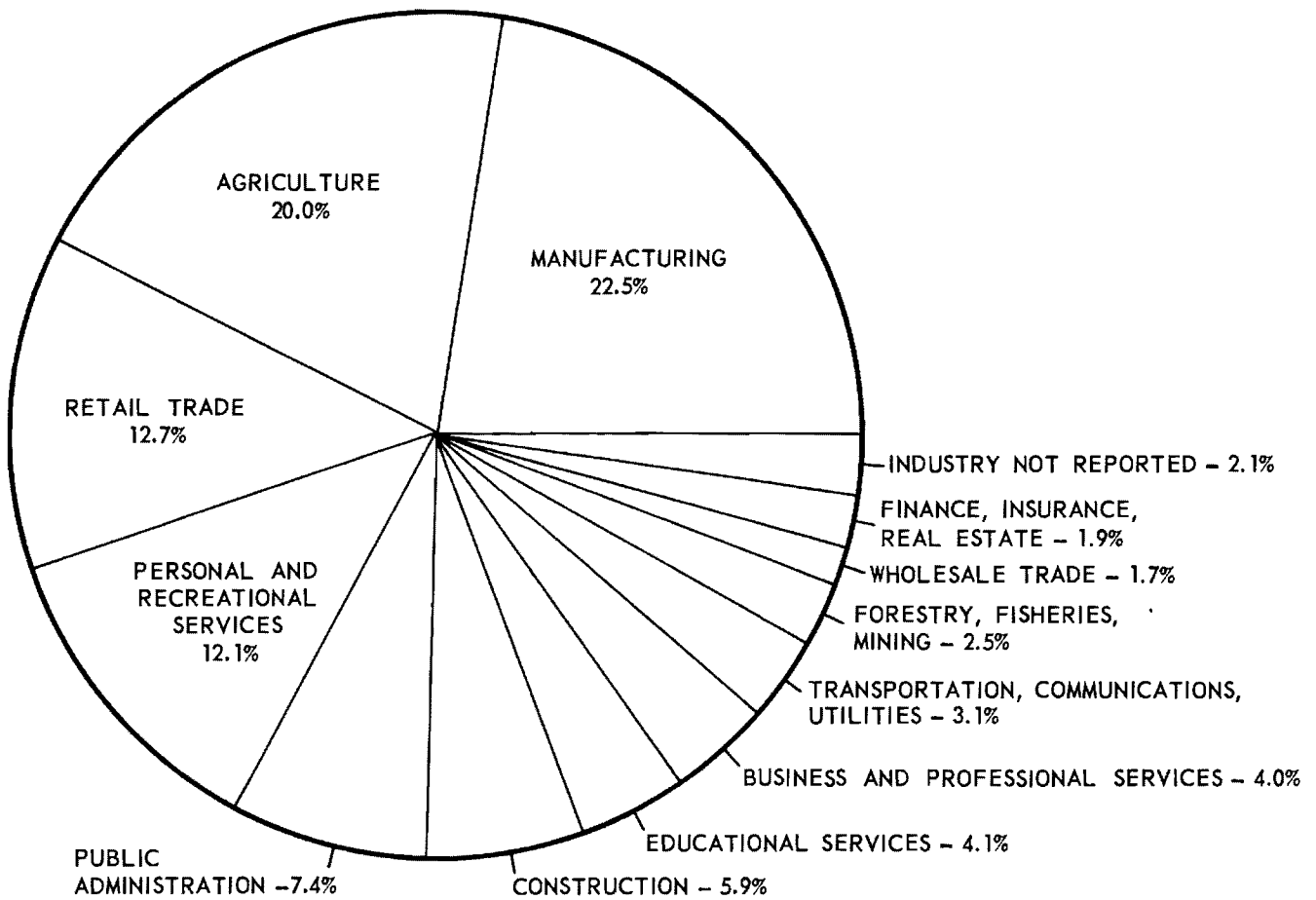
DISTRIBUTION OF EMPLOYMENT IN THE SOUTH CENTRAL GEORGIA AREA

Chart 1 shows the percentage distribution by industry of all resident employment in the 10-county area. The leading sector in 1960 was manufacturing, which employed 8,551 workers, as compared with 7,619 in agriculture, 4,835 in retail trade, and 4,622 in personal and recreational services.^{1/} These four categories, combined, accounted for 67.3% of the total.

Sectors of intermediate importance include public administration (2,827), construction (2,240), and educational services (1,557). The combination of these seven leading sectors represented 88.7% of the area's total employment in 1960.

^{1/} "Personal and recreational services" comprise repair services; services in private households, hotels, and motels; laundry and dry cleaning services; and entertainment and recreation services. "Business and professional services" include advertising, accounting, auditing, and bookkeeping services; welfare, religious, and nonprofit membership organizations; hospitals; and other professional and related services (except educational).

CHART 1
DISTRIBUTION OF EMPLOYMENT IN THE
SOUTH CENTRAL GEORGIA AREA, 1960



SOURCE: U.S. Census of Population

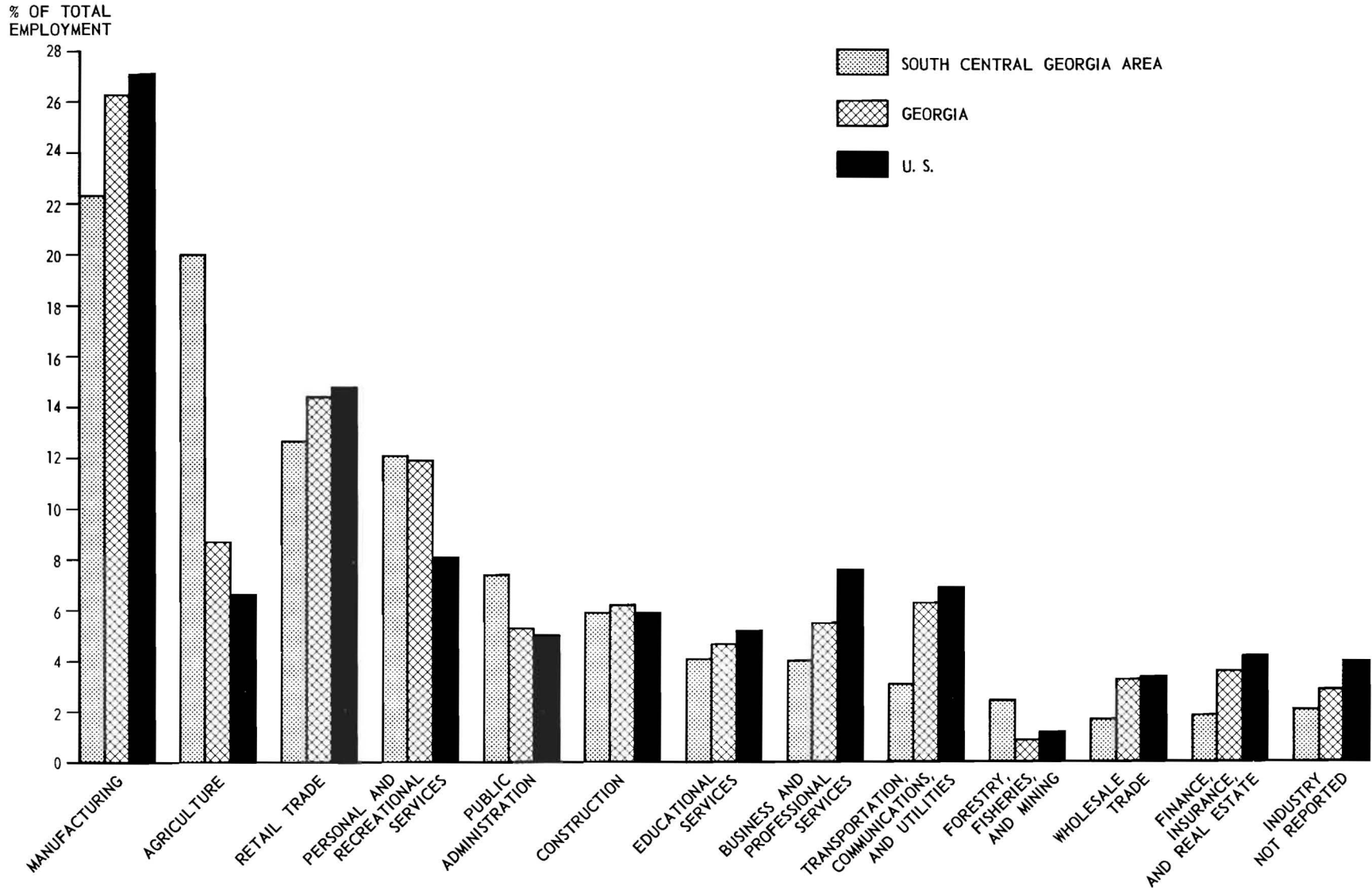
COMPARATIVE DISTRIBUTION OF EMPLOYMENT IN THE
SOUTH CENTRAL GEORGIA AREA, GEORGIA, AND THE UNITED STATES

Chart 2 compares the employment mix in the 10-county area with that in Georgia and the United States as a whole.

The most noticeable variance is in agriculture. In spite of major losses in farm jobs between 1950 and 1960 the South Central Georgia Area still has a far higher proportion of agricultural employees than the state or the nation. Public administration and forestry also show comparatively high proportions. The percentage employed in personal and recreational services is slightly higher than Georgia's and considerably higher than the nation's. Although it provides the largest number of jobs, manufacturing employs a smaller percentage of the total work force in the area than in the state and the nation.

CHART 2

DISTRIBUTION OF EMPLOYMENT IN THE SOUTH CENTRAL GEORGIA AREA,
 COMPARED WITH GEORGIA AND THE UNITED STATES, 1960

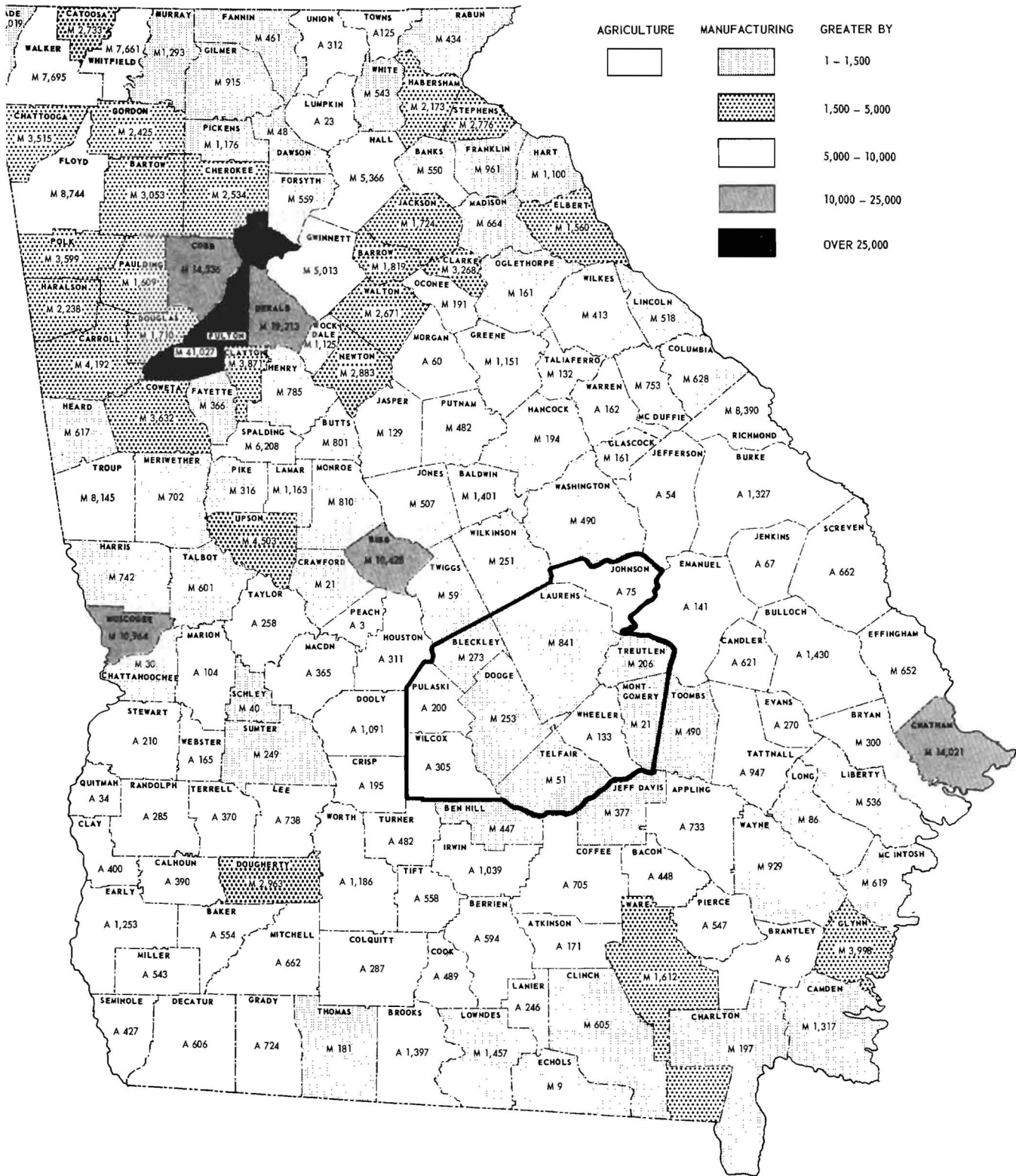


AGRICULTURAL AND MANUFACTURING EMPLOYMENT
IN GEORGIA AND THE SOUTH CENTRAL GEORGIA AREA

Map 2 compares agricultural and manufacturing employment by county in Georgia, by place of residence. Manufacturing leads agriculture in 104 of the state's 159 counties. Within the local area under study, manufacturing employment is greater in six of the counties and trails agriculture in four. The margins of difference are smallest in Montgomery and Telfair, where manufacturing leads by 21 and 51, respectively. Agriculture leads by 75 in Johnson, 133 in Wheeler, 200 in Pulaski, and 305 in Wilcox. The four remaining counties provide more manufacturing than agricultural jobs by substantial margins -- more than 200 each in Treutlen, Dodge, and Bleckley, and 841 in Laurens.

MAP 2

PREDOMINANCE OF MANUFACTURING OR AGRICULTURAL EMPLOYEES, 1960 (by place of residence)



DISTRIBUTION OF MANUFACTURING EMPLOYMENT BY INDUSTRY

Table 1 compares the distribution of manufacturing employment in the South Central Georgia Area with the all-Georgia and national distributions.

Of the 8,551 residents of the South Central Georgia Area employed in manufacturing as of 1960, about 70% were in nondurable goods manufacture. This is somewhat higher than the all-Georgia percentage (66.4), and it far exceeds the national average (43.9%).

Leading industry groups in the study area include apparel (35.7% of total manufacturing employment), wood products and furniture (25.5%), textiles (21.8%), and food products (8.3%). The first two of these are more prominent in the study area's pattern than in the all-Georgia and national patterns. Textile employment is also more important in the area than in the national pattern.

The South Central Georgia Area contains only one of the state's 40 leading manufacturing employment counties. Laurens, with 2,700 residents employed in manufacturing, ranks 34th. Each of the remaining counties, except Dodge, had fewer than 1,000 residents employed in manufacturing in 1960.

The 10-county area has 17 factories employing 100 or more persons each. These are distributed among 11 towns and cities in the area -- Ailey, Alamo, Cochran, Dublin, Eastman, Hawkinsville, McRae, Mount Vernon, Rochelle, Soperton, and Wrightsville. Perhaps the most important plant expansion of recent years is the one announced in November 1962 for the Opelika Manufacturing Company plant in Hawkinsville, which plans to add 200 employees.

The study area's outstanding "home-grown" industry is the candy plant established at Eastman in 1939 by Stuckey's, Inc. The largest single factory in terms of employment is J. P. Stevens & Company's woolen and worsted fabrics plant at Dublin, employing about 1,300. Several apparel plants in the area have been acquired by large diversified corporations in recent years.

Table 1
 DISTRIBUTION OF MANUFACTURING EMPLOYMENT BY INDUSTRY
 IN THE SOUTH CENTRAL GEORGIA AREA, GEORGIA, AND THE UNITED STATES, 1960
 (By place of residence)

<u>Manufacturing Category</u>	<u>South Central Georgia Area (No.)</u>	<u>(%)</u>	<u>State of Georgia (%)</u>	<u>United States (%)</u>
Manufacturing, total	8,551	100.0	100.0	100.0
Durable goods:	2,546	29.8	33.6	56.1
Furniture, lumber, and wood products	2,178	25.5	12.5	6.1
Primary metals	--	--	1.5	7.0
Fabricated metals	12	0.1	2.6	7.4
Machinery, nonelectrical	64	0.7	2.8	8.9
Electrical machinery	26	0.3	2.0	8.5
Motor vehicles and equipment	49	0.6	3.2	4.8
Transportation equipment, except motor vehicles	65	0.8	4.3	5.6
Other durable goods	152	1.8	4.7	7.8
Nondurable goods:	6,005	70.2	66.4	43.9
Food and kindred products	710	8.3	12.2	10.4
Textiles	1,864	21.8	26.0	5.5
Apparel	3,050	35.7	12.9	6.6
Printing and publishing	95	1.1	3.9	6.5
Chemicals and allied products	163	1.9	3.8	4.9
Other nondurable goods	123	1.4	7.6	10.0

Source: U. S. Census of Population

Major products or product classifications of the 10-county area's largest manufacturing employers are listed below.

<u>Industry Group</u>	<u>Product(s) or Product Classification</u>
Food Products	Candy
Textile Mill Products	Cotton toweling, sheeting and drill; woolen and worsted fabrics
Apparel	Cotton dresses; men's and boys' dress shirts and sport shirts; trousers, slacks and shorts
Wood Products	Plywood and doors
Chemicals and Allied Products	Naval stores, gum processing

EMPLOYMENT TRENDS

Chart 3 shows employment by industry in the 10-county area for 1950 and 1960. Each sector except agriculture and forestry has gained since 1950, both relatively and in absolute terms. Agriculture now accounts for 20% of the area's total employment -- down sharply from 46% only 10 years earlier.

The South Central Georgia Area had a net loss of almost 5,000 jobs from 1950 to 1960. Its percentage loss of about 11.6% contrasts with over-all gains of 10.4% for all of Georgia and 14.5% for the country as a whole. The area's over-all net loss was due primarily to the fact that it lost 12,215 agricultural jobs. This represented a percentage decline of almost 62%, as compared with all-Georgia and national declines of about 55% and 38%, respectively.

The area also lost 824 jobs in forestry, bringing the total reduction in these two categories to over 13,000 jobs. Gains in other industries failed to compensate for this loss, which represented over 30% of the total persons employed in the area in 1950.

The area's job growth rates in many economic sectors were superior to both national and all-Georgia rates. These include manufacturing, retail trade, personal and recreational services, construction, public administration, and the finance-insurance-real estate group. These favorable percentage gains were made upon comparatively weak 1950 bases, except in the case of personal and recreational services. Nevertheless, all of this growth brought more strength and balance to the area's employment structure.

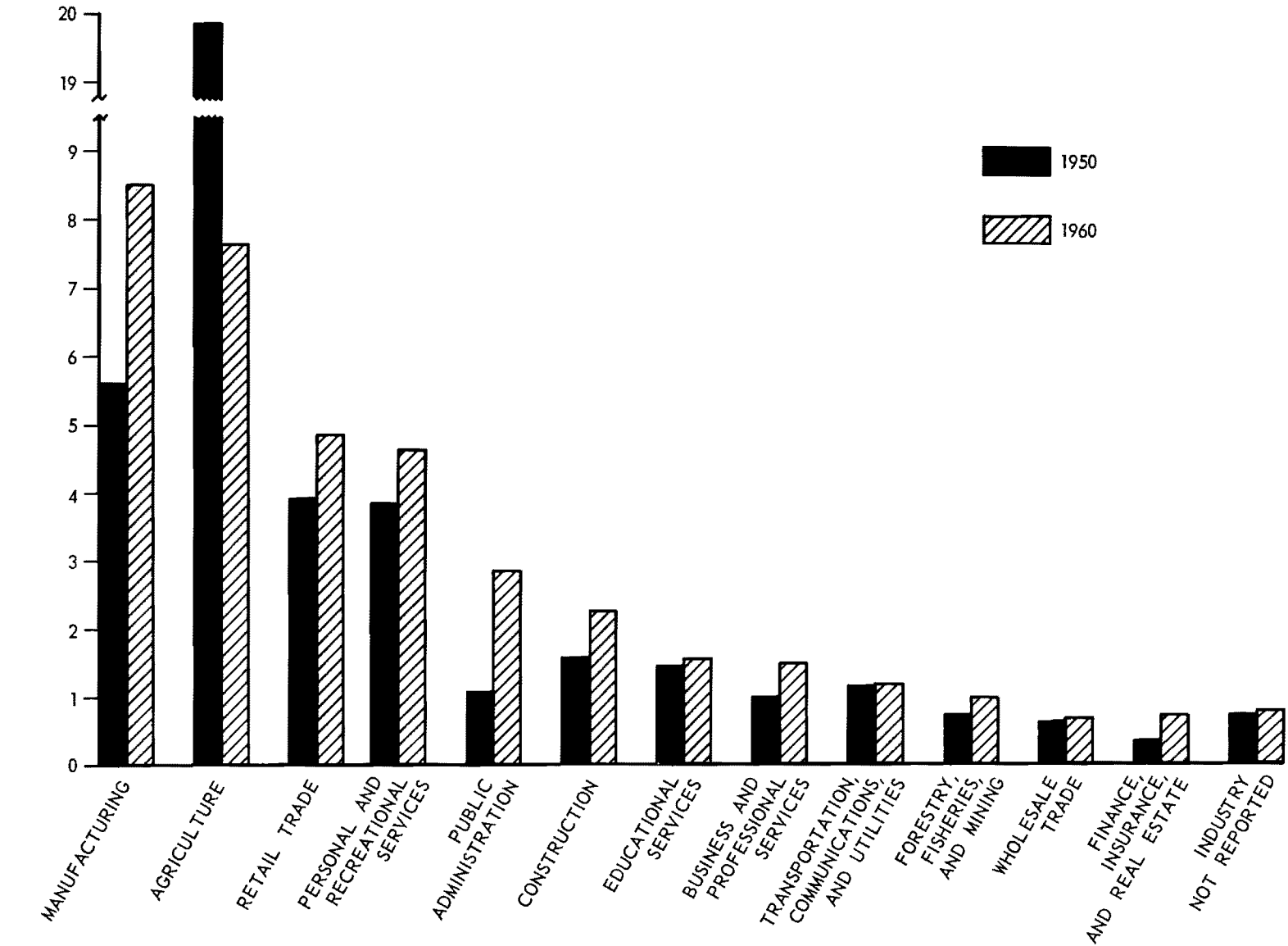
Absolute job gains from 1950 to 1960 were greatest in manufacturing. The area also had a substantial increase in public administration employment. These two economic sectors, combined, accounted for about 59% of the total gross gain of 8,065 jobs. Absolute changes by sector from 1950 to 1960 are shown on the following page.

<u>Total net change (loss)</u>	<u>-4,974</u>
Manufacturing	2,948
Public administration	1,771
Retail trade	884
Personal and recreational services	739
Construction	644
Business and professional services	516
Finance, insurance, and real estate	349
Educational services	101
Miscellaneous (industry not reported)	47
Transportation, communications, utilities	34
Wholesale trade	32
Forestry, fisheries, mining	-824
Agriculture	-12,215

CHART 3

EMPLOYMENT TRENDS IN THE SOUTH CENTRAL GEORGIA AREA,
1950 AND 1960

EMPLOYMENT
(in thousands)



A PRELIMINARY EVALUATION OF THE SOUTH CENTRAL GEORGIA AREA ECONOMY

Data from the 1960 Census of Population and other recent censuses indicate that the 10-county area is a low-income, thinly populated, and underdeveloped section of Georgia. It represents more than 6% of the state's land area, but has less than 3% of its residents and less than 2% of its total income. Median family income is highest in Pulaski County -- \$3,215, or 76.4% of the all-Georgia average of \$4,208. It is lowest in Treutlen and Wilcox, each of which has less than half of the state's average. The area's shares of Georgia's total land area and of land in farms are higher than its portions of the state's population, housing units, factories, and trade establishments. Compared with its share of Georgia's residents, the area is deficient in total jobs, manufacturing jobs, bank deposits, retail sales, and sound housing units.

The area's economy has experienced profound changes in recent years. Between 1950 and 1960 there was an over-all loss of both population and employment. Three labor market areas within the 10-county area are currently classified by the U. S. Department of Labor as "areas of substantial and persistent unemployment." As such, they are eligible for assistance under the Public Works Acceleration Act, Public Law 82-658. The three labor markets, together with counties encompassed, are Alamo (Wheeler), McRae (Telfair), and Soperton (Treutlen).

In each county of the area except Bleckley, there were more farm jobs lost during the decade than total new jobs brought in by net additional manufacturing and other nonfarm activities. Not surprisingly each county except Bleckley also sustained a net loss in population. Many of the new jobs held by Bleckley residents, however, are not due to local employment gains. Over 25% of all workers commute across county lines to their jobs, chiefly to Houston County (part of the Macon Metropolitan Area). Workers from Pulaski, Dodge, Wilcox, and Laurens counties also travel to Houston, but Laurens also attracts commuters to work in the garment and textile factories in Dublin.

In 1960, manufacturing employees outnumbered agricultural employees in the South Central Georgia Area and in six of its 10 counties. Nevertheless, the 10-county area is still more rural and more oriented to agriculture than is Georgia as a whole. The fact that its share of the state's land in farms

is greater than its share of farm products receipts is one indication that its agriculture is not especially prosperous. Further shifts from agricultural employment are to be expected, though probably at a reduced rate.

The area's resident manufacturing employment is heaviest in industry groups that, in the national manufacturing context, pay low wages and are prone to slow growth. The nationwide outlook for future employment in apparel, wood products, textiles, and food products -- which together account for over 90% of the area's total -- is unfavorable as compared with total manufacturing, according to recent forecasts by the National Planning Association.

Inter-area competition for business and industry can be expected to continue and intensify in the years ahead. The increasing importance of technical skills and of basic aptitudes for training will have a crucial bearing on the study area's ability to compete successfully for many types of industry. At this juncture, the area has certain serious handicaps to overcome. The nearest vocational-technical schools planned under the state's current program are at Swainsboro (about 35 miles from Dublin), Macon (about 40 miles from Cochran or Hawkinsville), and Albany (about 60 miles from Rochelle). Each county of the area falls below the average educational level of the resident population of Georgia as a whole. Comparisons based on the educational status of residents 25 years old and over show each of the 10 counties as falling below the state's averages in median number of school years completed, percentage completing high school or more, and percentage completing less than five school years.

In 1960, the 10-county area had a higher share of the state's total high school enrollment than of its population. All counties of the area made gains from 1950 to 1960 in the median number of school years completed. However, nine of the counties fell further behind the national and all-Georgia norms during the 10-year period. By contrast, Pulaski County closed part of its gap as its median rose from 6.6 to 8.1 school years completed, while Georgia's went from 7.8 to 9.0 and the national average from 9.3 to 10.6.