



J.A.M. Consultants, Inc. is probably better known in Chicago than here in Alexandria, say its owners Jane A. Martin and Lowell J. Volmer. The company, founded in 1989, is a tele-marketing firm which specializes in mortgage and home equity loans, and loan consolidations. The firm has 30 employees, including John Dockery and Gary Libler pictured here, and does business in 14 states.



Since 1951, Kildow's has sold paint, wallpaper, and floor covering to Alexandria residents. Here, Barbara Kildow, owner, and Marilyn Savage, long-time employee, work to coordinate carpet and wallpaper.



Broyles Home Furnishings, 217 N. Harrison, is the oldest business in Alex operated under the original name. Wilford Broyles started the family business in 1904, originally selling yard goods, ready-to-wear, and groceries. Son Marshall joined his father and they began selling furniture. Today son-in-law Bill Rubrecht and daughter Nancy Broyles Rubrecht, along with their son John, continue selling fine furniture, appliances, and floor coverings to the people of Alexandria.



Two railroads, Norfolk Southern, running east and west, and Conrail, running north and south, serve Alexandria industries. Diesel locomotives have replaced steam power and the caboose has been largely eliminated from the train consist. Alexandria factories ship and receive products to and from major trade centers.

Some of the businesses, sights and events in Alexandria, 1994



Earl Guilkey has been repairing and shining shoes in Alexandria for 42 years. He purchased the former Lewis and Guilkey's in 1971 and became sole owner of the business which was founded in 1894 by Tom Wilson. With help from wife RoVerda, Guilkey repairs shoes using 50-year-old equipment that is no longer made, but still in excellent condition.



Scott DeVoe (left) and Stacy Courter (right) show a prospective customer a 1994 Chevy Cavalier. The car, which has automatic transmission, A/C, AM/FM cassette radio, and power locks, sells for \$11,313. Scott and brother Tom own Fred DeVoe Chevrolet, the business started by their father 28 years ago. The car agency employs 25 people, and has been in its current location for 7 years.



Members of the Lions and Lioness Clubs gather to make noodles for the clubs' Annual Smorgasbord. Fifteen dozen eggs are used to serve the 400 people who pay \$5.00 each for tickets. The 75 members of the Lions and 55 Lionesses hold their business meetings in their own building on E. Berry Street. The clubs hold fish fries, and sell brooms, fruit, and geraniums to raise money for local sports awards and to help the vision-impaired. Pictured are: Mary Paar, Sybil Sayre, Pat King, Mary Olive Hurst, Leroy Sayre, Donnis Kirkpatrick, Ruth Carver, Richard Thompson, and Ruth Thompson.



Members of the Small Town, U.S.A. Festival committee gather at the information booth as they prepare for another festival. Held in Beulah Park the first weekend of October, the seven-year-old event draws thousands to its craft and food booths, Aladdin display, and car show. Jack and Thelma Armstrong serve as co-chairmen of the festival.



The extended family of John and Olive Deaton (center) gathers for a Sunday afternoon chicken noodle dinner. Family gatherings such as this occur less frequently than they did 50 years ago. Schedules have become more hectic and children and grandchildren are often scattered around the country. The Deaton family, however, remains close.



Barry Ellis prepares to roll a strike, while his father Dick keeps score. The Ellises own and operate Norwood Bowl, where it costs \$1.65 to bowl one game. During the winter months when leagues are in session, 300 people per week utilize the facility.



To the dismay of many parents and teachers, TV has become the most popular activity of many children. Watching their favorite cartoon are the grandchildren of Martin and Donna Koob. Pictured l-r are: Jason Patterson, Travis Scott, Matthew Patterson, and Tony Scott.

Crowds fill The Alex Theater on weekends, where first-run movies are shown for only \$1.50 per person. Anderson theaters charge \$5-\$6. The theater offers a "Recycling Special" whereby patrons bring an empty milk jug and 32 oz. sports bottle, which are then filled with popcorn and pop for \$1.00 each. Candy prices start at .25¢. Top three movies of '94 are *Mrs. Doubtfire*, *Lion King*, and *Forest Gump*. Owner Jim McClary rents the theater for special events and shows a variety of live sports events, such as the Indianapolis 500, for free.



In 1943, most people in Alexandria spent quiet evenings

at home, reading the newspaper and listening to the radio. In 1994, Alex is still fairly quiet at night, but few people have long evenings to sit at home and read.

In most families, both parents work, or in many instances, a single parent is raising the family, and if their children are of school age, they usually are involved in a multitude of activities. Evenings often involve one or more sports events, some quick shopping, a meeting at school or church, and supper at a fast-food restaurant.

When families do have an evening at home, supper is often fixed in the crock pot or microwave, and time is spent playing video games and watching television. News programs are still popular, as are live-action dramas, such as "Rescue 911." Investigative shows such as "Prime Time Live," "20-20," and the long running "60 Minutes" are watched by many. Sit-coms "Frazier," "Seinfeld," and "Home Improvement" are three of 1994's most popular shows. Many people enjoy game shows "Jeopardy" and "Wheel of Fortune." With satellite dishes, cable TV, and video cassettes, viewers have an almost unlimited choice of movies and sporting events.

Fast food restaurants and bars are open late into the evening. Broasted chicken on Wednesday night at the Curve Inn is a regularly scheduled event for many. Several leagues bowl at Norwood Bowl and The Alex Theater shows first run movies on weekends. People do still listen to music on the radio, but almost always in conjunction with something else — such as doing homework or driving in the car. Alex still has its share of readers who enjoy local, state and national newspapers and magazines like *People*, *Newsweek*, *Sports Illustrated*, and *Reader's Digest*, and all types of books.



Fifty years ago, few people in Alex had heard of Karate, and if they had, probably viewed it with suspicion. Today 150 people, ages 4-63, receive Karate and self-defense instruction from black-belt instructor Larry Davenport, owner of Davenport's Karate Studio, located at the corner of Harrison and Washington. Davenport's motto is "Building a better you" and he emphasizes morals, values, manners, and respect for peers and elders in his classes. Pictured are: Heather Maple, Carrie Roby, Jenny Powless, and Dan Campbell, instructor.



Harrison Street at night. Just like in 1943, it is lighted all night long.

Parting Shots...



DeWayne Presley and his father Bill trim the downtown Ginkgo trees into their characteristic ball shape. The Ginkgoes on Harrison St. were removed in the fall of '93 and new trees were planted. The trees on the downtown side streets are the originals, planted in the mid- 70s.



J. Chester Long, II has been a pharmacist for 26 years and is a charter member of the Monroe Township Groundhog Society. Long serves as Head Hog (a.k.a.

president) of the group whose motto is "Service...Fellowship...Characters." He formerly owned the Alex Pharmacy downtown, and now operates the Medicine Shoppe on State Road 9.



Dortee's Drive-In has been serving Alexandria for nearly 40 years. Owned by Dick and Anita Daugherty for 34 years, the business was purchased 4 years ago by Phil and Sue Thurston. Best sellers are cheeseburgers, ice cream, sodas, and flavored drinks.



There are no longer any trees on North Harrison Street so photographer David Steele was forced to improvise in taking the cover photo for the 1994 booklet.



Dr. Fred Owen, an Alexandria physician for 34 years, poses outside his office on Harrison Street.



Lions Lee Brewer and John Kirkpatrick, members 14 years and 45 years respectively, unload fruit for the annual Christmas fruit sale. The club sells approximately \$10,000 worth of fruit each year. In the background is the Lions Den, which the club built in 1988.



Funeral director Mike Owens demonstrates a luxury-but-soon-to-be-necessity of the '90s: a car phone.



The Board of Directors of the Alexandria-Monroe Chamber of Commerce. Pictured seated l. to r.: Jan Lynch, Nancy Wood, Vicki Ferguson, and office manager Leora Bogue. Standing: Gabe Menken, Bob McDaniel, Dianna Naselroad, Diane Woodsides, and president Joe Stark.

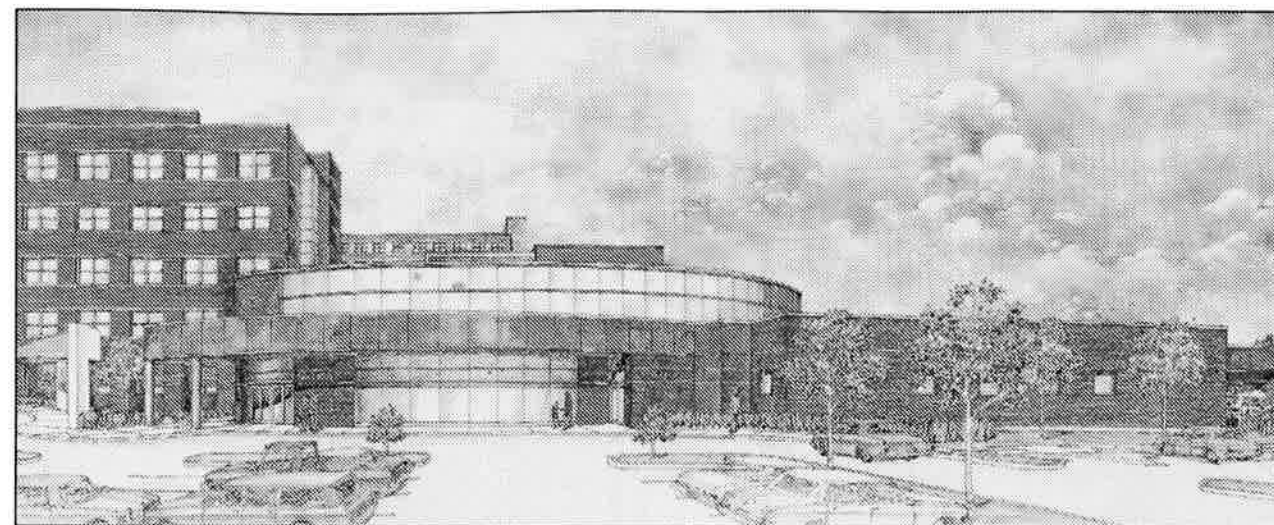


Veteran Phil Davis typifies a member of the American Legion. His father appeared in the original booklet on page 11 as a state policeman.

Kenneth Koon and Bob Holler pose outside VFW Post 1552. Koon, a former Marine, earned a bronze star for his heroic actions in the South Pacific during WW II. His mother appeared on page 8 in the 1943 booklet. Holler, the Post's commander, fought in Europe in WW II. The local post, whose motto is "Honor the dead by helping the living," has 210 members.

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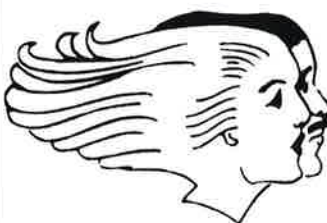
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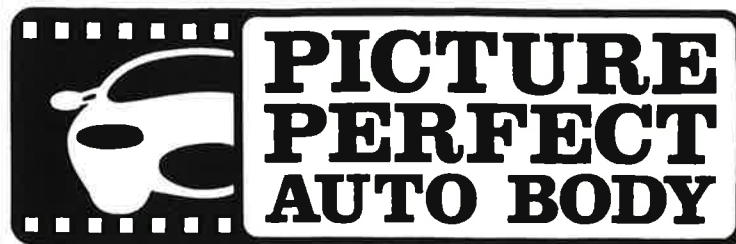


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SUPPORTERS

- Adams & Mehling Accounting, owner Margaret Adams
- Russell, Jackie, Missy, & Rusty Beeman
- Max Branch, mayor from 1968 to 1984
- Mr. & Mrs. Herman Brown, former owner of Brown Real Estate & Insurance
- Lon Brown Insurance
- Dan & Linda Byerly, Byerly Garage Doors/dental assistant
- Gerry & Mike Cloncs, originators of Berlin Wall & Beyond Museum & Learning Center
- Garth, Cinda, Thad, Rodney, & Krista Cone
- Jon Cooper, golf coach, Alexandria-Monroe High School
- Phil & Doris Davis, president & secretary Unimatic Elections Service, Inc.
- Ralph & Pamela Day, executive director, Anderson/Madison Co. Visitors & Convention Bureau/legal secretary
- Jim and Doris J. Donahue, county commissioner, 12 years/St. Mary's teacher
- Ed- U- Tech Engineering, computer training, Shawn Wilson, president/owner
- First Christian Church (Disciples of Christ) est. 1831, 215 W. Berry St., Rev. Mark Poindexter
- Ron, Darlene, Sabrina, Diane, Randy, Rachel, & Rusty Garner
- Richard, Jeanne, Joyell, & Kellie Hardesty & Clint Beck
- Nick & DeAnn Hinton, Pro-Floors, Inc. 1994
- Max & Reta Holdcraft, retired 1986 Ameritech Corp./homemaker & companion
- Sandra & Jack Huntzinger, county commissioner/machinist
- Dan Ingram, fire chief 1988-1994
- Don & Barbara Ingram, Mr. & Mrs. 4- H Fair, electrician/chairman of 4- H Fair
- Bill & Cathy Kildow, Ryan
- Steve & Paulette Kildow
- Betty & Jerry Kilgore, Wrecker Service
- Robert, Anna, Matthew, Andrew & Patrick McDaniel
- John, Mary Lou, & Greg McFarren - superintendent of schools/teacher
- John, Mildred, Sandy, Linda, & Mike Latchaw
- Don & Jan Lynch, city council/clerk treasurer
- Barbara Quinn, former owner of Quinn's Restaurant for 34 years, 1956- 1990
- Murl & Marjory Ray, founders of The Clock Shop, est. 1980
- Butch & Karen Richardson, Paige & Layne
- Ronald & Kathleen Richmond, New York & Ireland
- Dr. David & Nancy Steele, Danielle & Noelle, dentist & family
- John Steele, Alexandria & Michael Steele, San Fransisco
- Paul & Virginia Thurston, former Indiana State Fair director/bank teller
- Zane Ward, operator of Azimow & Culbertson Scrap Yard
- James & Nancy Welhsollek, city judge/teacher
- John & Freida Wilson, retired principal, elected assessor 1994/retired nurse
- Paul & Joan Wilson, retired tool & die maker/owner Joan's Beauty Shop
- Shane Wilson, president, Big Bass, Inc., holder of patent of fishing bobber
- Shawn, Sherry, Jennifer Anderson and Daniel Wilson
- Richard L. & Joy M. Zarse, mayor 1984- 88/homemaker



Danielle and Noelle Steele, ages 12 and 10, with their dog, Oscar.

The story of Alexandria, typical American town, is in one sense the

story of small towns all across the United states and around the world. As a result of World War II, people came to realize that all small towns and all people, everywhere, were interconnected. They realized that events happening to someone else, thousands of miles away, were also, indirectly, happening to them.

In fifty years, we have seen enormous progress in science, technology, medicine, transportation, and communication. And we, like all small towns, have reaped the benefits of these advances. But in doing so, we have also suffered a loss of autonomy and uniqueness as bigger corporations and companies buy out smaller, locally-owned firms. We have felt joy when a technological advance such as cable TV or Enhanced 911 reached us. And we have felt sorrow when another "mom and pop" business closed its doors, unable to compete with the Wal-Mart down the road, or when yet another utility or service was moved from Alex to a larger city.

While in 1943, small towns were united in a struggle of war, today we are united in our struggle to preserve the essence of the small town, the things that made them a unique place to live, work, and raise children.

We have come so far in fifty years, but we have so far yet to go. What will the next fifty years bring? And how will our ancestors judge the part we all played in the history of Small Town, U.S.A.?

David Steele first came in contact with the original Small Town, U.S.A. booklet as a teenager, working at the Alexandria Times-Tribune for Bud Zink in the 1950's. He was fascinated by it and as its 50th anniversary approached he conceived the idea of a Small Town, U.S.A. 1993-94 edition. He was a professional photographer prior to becoming a dentist, so he was a natural to be in charge of taking pictures for the new booklet, a job which began in mid-1993 and stretched almost to the end of 1994. His wife Nancy, an English and journalism major, was drafted to write copy and edit the finished product. His friend John Wilson volunteered to sell advertising to help defray the cost of printing the booklet, and his wife Freida joined him in the effort. Nancy Norris and Barbara Ingram had done extensive research on the original 1943 booklet and so were obvious choices to help with advice and research on the new booklet.



Dr. David C. Steele, photographer and Nancy Steele, writer and editor.

Our committee felt the publication of this booklet, 50 years after the original, was important so that an accurate picture of life in Alexandria would exist for future generations to reflect upon, much as we have reflected on the 1943 publication.

That booklet, because it was printed specifically for propaganda purposes, tended to view Alexandria through somewhat rose-colored glasses. We have striven to portray Alexandria more objectively, reflecting the changes, both good and bad, that progress and technology have brought us.

The original booklet stated "To know Alexandria is to know the American small town." We, the authors of this book-

let, feel this still holds true today. We hope that you, and future generations of Alexandrians, have enjoyed the words and pictures in this book as we strove to depict life in 1993-94 in Small Town, U.S.A.



John and Freida Wilson, advertising.



Nancy Norris, consultant and Barbara Ingram, research.

Small Town, U.S.A.
 printed by **Broadway Press**
 Owner, Dick Zarse,
 lifetime resident of Alexandria

The information in this booklet was taken from census records, published reference material, and live interviews. All facts and figures are as correct as possible, and every attempt was made to verify the accuracy of the information.

Pictured on back cover: The Sam Lower family - Ben, Sam, David, Cari, Marsha, and Aaron.



Small Town, U.S.A.

1993-94



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1993-94



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1993-94

