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ABSTRACT

This report describes the local economy of a rural area in South Carolina at the time a brick plant was established and examines the shortrun impact of the plant through its first year of operation in 1963. During its first year, the plant provided jobs for 25 of the area's unskilled laborers, who had been working seasonally in declining farm, construction, and sawmill occupations. In addition, jobs were generated in machine maintenance, advertising, and sales. The study indicates that various other types of factories which could be constructed in the area would provide jobs for the rural poor who are being forced out of agriculture and forestry. (BH)

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Agricultural Economic Report No. 174

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RURAL INDUSTRIALIZATION IN THE SOUTHEAST COASTAL PLAIN:

CASE STUDY OF A NEW BRICK FACTORY IN SUMMERVILLE, S.C.

U.S. DEPARTMENT OF AGRICULTURE • Economic Research Service

PREFACE

This publication describes the local economy of a rural area of South Carolina at the time a brick plant was established and examines the shortrun impact of the plant through its first year of operation in 1963. A revisit to the plant in March 1968 gave an indication of the probable impact for the longer term.

Because the brick plant is well-known locally, and the information is available to anyone who cares to know, the name was used for identification. No endorsement of the plant operations or products is implied.

This is one of a series of such impact studies conducted in selected areas of the United States by the Economic Research Service under contract with the Area Redevelopment Administration, U.S. Department of Commerce. Already published is U.S. Dept. Agr., Agr. Econ. Rpt. 123, Rural Industrialization in the Ozarks: Case Study of a New Shirt Plant at Gassville, Ark., November 1967.

Alan R. Bird, Deputy Director, Economic Development Division, ERS, assisted in planning the study and M. M. Salisbury, Sr., former President, retired, and R. M. Suddeth, General Manager of Dorchester Ceramics, provided special information concerning the plant. The methodology in this study was developed in association with the following ERS economists: John Crecink, Herbert Hoover, Max Jordan, and Max Tharp; and with Buis Inman, economist, formerly with the Economic Research Service.

Washington, D.C. 20250 February 1970

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SUMMARY

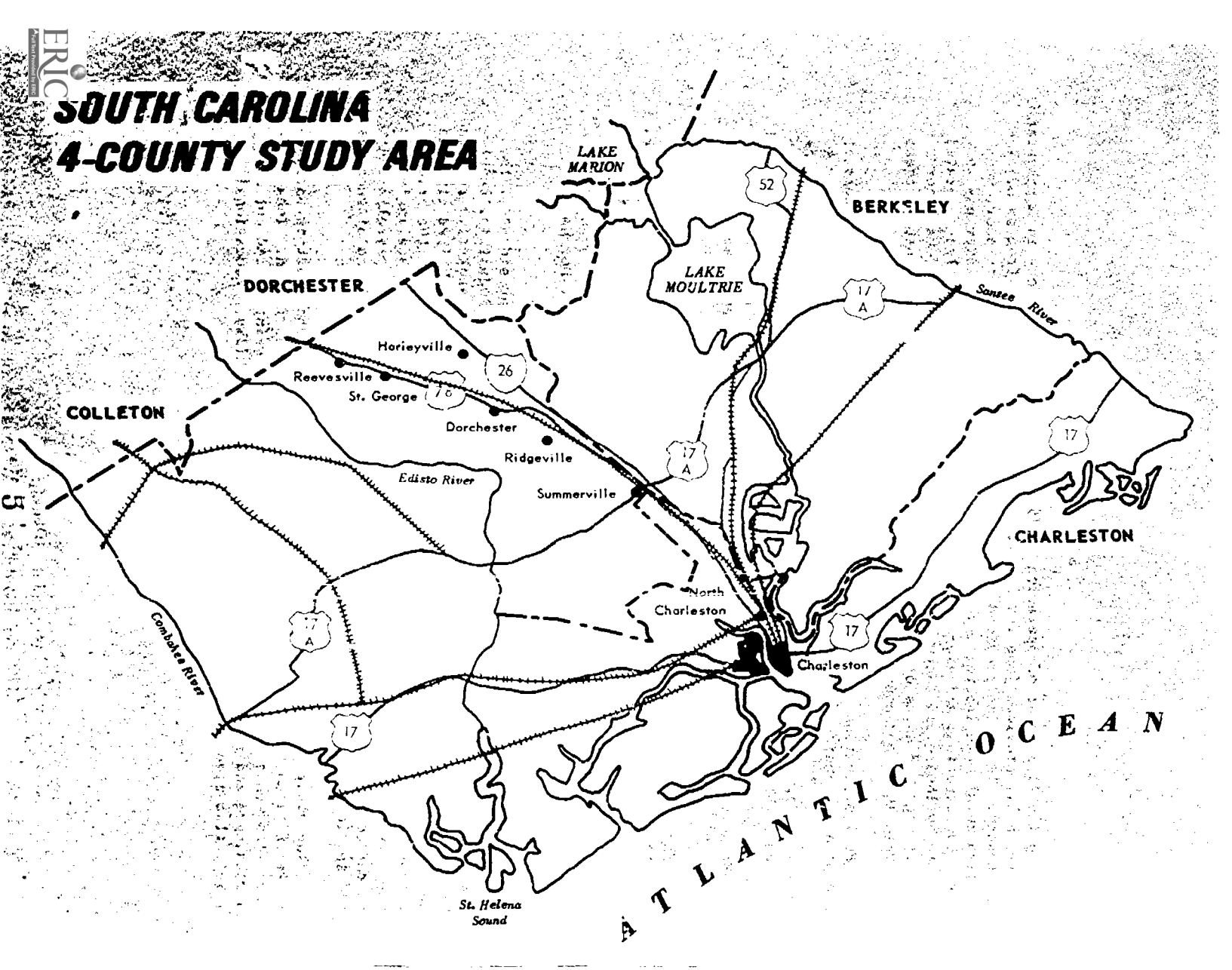
In its first year of operation -- 1963 -- a new brick factory in Dorchester County, S.C., provided jobs for 24 county residents and for one from an adjoining county. The plant provided jobs for those most needing them: poor, unskilled rural male laborers, who had been working seasonally at lower pay in farm, construction, and sawmill jobs. Operation of the factory also generated 10 more business- and consumer-linked jobs: service and repair of machinery, advertising, and sales of clay and packing and office supplies. Most of these jobs were in a four-county area around Charleston, S.C.

Full production of 36,000 bricks a day was achieved within a few weeks of the plant's opening. That rate exceeded the anticipated production rate by 40 percent. In 1966, the factory merged with a national company, and without materially affecting brick production, expanded to produce fused silica dies for forming light-weight metal alloys. There is increasing demand for this type of product, and this diversification lessened the dependence of the plant on cyclic swings in the building construction industry. By 1968, 40 people were employed in the plant, on an annual payroll of $160,000.

The four counties studied were Charleston, Dorchester, Berkeley, and Colleton. The last two were not materially affected by the brick plant's operations, and Charleston County has the prosperous city of Charleston where jobs -- except for unskilled labor -- are plentiful. Many workers commute to work in the city from the other three counties. The brick factory in the southern part of the county draws many workers from the northern part of Dorchester County.

When construction of the brick factory was planned, the president of the company was unable to secure a bank loan locally. The State Industrial Development Board's Area Redevelopment Administration's (ARA) representative referred him to his county Rural Area Development (RAD) Committee, which helped him make an ARA loan application. With the ARA loan, plus local financing, the brick factory was built for $274,000 in 1962; a $250,000 addition was made in less than 5 years. During this period, the factory spent $750,000 on payrolls and purchased -- mostly through local distributors -- nearly $1 million of supplies and services. The ARA loan was repaid in 1967.

The study indicates that there are opportunities for constructing various types of factories in the three rural counties to serve Charleston. These factories would provide jobs for the rural poor who are being forced out of agriculture and forestry, and help upgrade their work skills. Educational levels also need improvement.


SOUTH CAROLINA
4-COUNTY STUDY AREA
LAKE MARION
LAKE MOULTRIE
BERKELEY
DORCHESTER
COLLETON
CHARLESTON
Sanree River
Edisto River
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RURAL INDUSTRIALIZATION IN THE SOUTHEAST COASTAL PLAIN: CASE STUDY OF A NEW BRICK FACTORY IN SUMMERVILLE, S. C.

by Jackson V. McElveen 1/

BACKGROUND

The establishment of industry in depressed rural areas has been considered a means of providing jobs for poorly educated rural people forced out of agriculture and other rural jobs by mechanization. Many of these people have moved to cities without bettering themselves, and consequently worsened the cities' problems. It is not known what effect the establishment of a factory would have on such a rural community, how many jobs it might supply directly and indirectly, and how large an area would be affected. This report continues a group of studies on selected areas where such small-scale industrialization has taken place in recent years.

The business studied is a brick factory, Dorchester Ceramics, Inc., 2 miles west of Summerville, Dorchester County, S.C. This plant received an Area Redevelopment Administration (ARA) loan of $170,000. The corporation provided $78,000. Summerville Industries (a local group organized to help establish local industries) purchased $26,000 of stock, and private local sources provided $35,000 for working capital. Total cost of the plant was $274,000.

ARA sponsorship of Dorchester Ceramics, Inc., in the establishment of the brick factory evolved somewhat circuitously. When he first sought to establish the factory, the President and General Manager of Dorchester Ceramics, Inc., had not heard of the local RAD (Rural Area Development) planning group and had not considered his eligibility for an ARA loan. He had already applied unsuccessfully for a bank loan. He discussed his problem with a member of the Charleston County State legislative delegation, in the hope that he might be eligible for Federal or State financial assistance. The legislator contacted the State Industrial Development Board in Columbia, S.C. He was referred to the Board's ARA representative who informed him that the Dorchester project might qualify for an ARA industrial loan and referred him to his County RAD Committee which helped him make the loan application.

The study area, where most of the local increase in nonfarm employment, income, complementary training, and other benefits were expected to occur, comprises Berkeley, Dorchester, Colleton, and Charleston Counties.

The study had the following specific objectives: (a) to describe the economy of the area prior to the establishment of the brick factory, (b) to

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estimate the shortrun (1 year from start of production) employment generated by the plant, and (c) to assess the role of community participation in stimulation of rural development. Because of the relative smallness of the plant, however, in total investment and employment, no attempt was made to measure its overall impact on the economic growth of the Charleston-dominated area.

ECONOMY OF THE AREA BEFORE ESTABLISHMENT OF THE BRICK FACTORY

Charleston -- The Local Growth Center

The city of Charleston dominates the economic activity of Berkeley, Dorchester, and Colleton Counties, in that order. In 1960, the following percentages of county workers commuted to work outside their respective counties: Berkeley, 40 percent; Dorchester, 27 percent; and Colleton, 18 percent. The four-county area contains over 300,000 people and virtually comprises one labor market.

Several major highways serve the area. Interstate 26 links Charleston with Columbia, Spartanburg, and Greenville. It also provides rapid commuting to Charleston from rural Berkeley and Dorchester. The area is served by the Atlantic Coast Line, Southern, and Seaboard Railroads.

Charleston and North Charleston together had a 1960 population of 163,000 and were growing rapidly toward Summerville. Three defense installations -- the Charleston Navy Yard, Air Base, and Submarine Base -- all lie between Summerville and Charleston. They employ many residents of the study area.

Rural Environs

The three rural counties are typical of many underdeveloped agricultural areas of the South. Employment in agriculture and lumbering declined markedly during the last two decades as a result of increasing mechanization. While new jobs have opened in scattered rural manufacturing industries, they have been insufficient to provide employment for both those displaced from agriculture and forestry and new entrants to the labor force. The need for new jobs is intensified by high birth rates, particularly among the rural population.

Within Dorchester, Berkeley, and Colleton Counties, about one-fifth of the employment is in agriculture. The major products are cotton, tobacco, vegetables, and livestock. During 1954-64, the number of farms declined by nearly one-half. The average farm size in 1964 was 146 acres.

Manufacturing provided employment for only 4,284 persons in a labor force of 20,000 employed in the three rural counties. However, more than a fourth of the workers in the labor force commuted to work in Charleston. Of 139 manufacturers in Berkeley, Colleton, and Dorchester, 96 made lumber and wood products in 1963. The remaining 43 were primarily food processing, light metal fabricating, and textile industries and two brick manufacturers located at Summerville.

Many young adults have left the area. Of those remaining, a high proportion are very young or very old; some children lived with grandparents or other relatives. Many residents commuted to jobs in Aiken or Augusta, nearly 100 miles away. Chronic underemployment, particularly among Negros, combined with low rates of participation in the labor force, resulted in extremely low levels of income.

Summerville, Site of the Plant

Summerville (1960 population: 3,633) is in eastern Dorchester County, adjoining Charleston County, and is about 20 miles northwest of the city of Charleston.

Summerville began as a summer resort for the families of Charleston planters, merchants, and shippers. Its sandy ridges provided relief from the mosquito-borne malaria of the local swamps. In the late 19th and early 20th centuries, particularly after the Atlantic Coast Line Railroad was built, many wealthy northeasterners wintered in the mild climate and beautiful gardens of Summerville. The town is still noted for its beautiful older homes and gardens. At the same time, new housing developments in Summerville make it a growing dormitory town for military and civilian workers.

Apart from Summerville, Dorchester County is mostly rural. The county seat, St. George (1960 population: 1,833) is the only other town with over 1,000 people. The 1960 county population, according to the Census, was one-sixth urban, one-sixth rural farm, and two-thirds rural nonfarm.

Physical Resources of the Study Area

Dorchester County has an area of 569 square miles; Berkeley, Charleston, and Colleton Counties are each about 1,000 square miles. Forests cover 70 to 80 percent of these counties. Farms occupy only a fifth of the land in Berkeley and Charleston Counties, one-third in Dorchester and half in Colleton. The elevation ranges from sea level to a maximum of less than 100 feet. Much of the land is swampy. The annual rainfall averages about 50 inches, the mean temperature about 65 degrees, and the growing season about 250 days.

Major water resources include Lake Moultrie Reservoir and the Santee and Cooper Rivers in Berkeley, the Ashley River in Dorchester and the Edisto River between Dorchester and Colleton, and the Ashepoo and Combabee Rivers in Colleton. Numerous smaller streams also serve the area. Charleston has a 75-mile waterfront on the Atlantic Ocean, including the extension of the harbor formed by the mouths of the Ashley and Cooper Rivers. Plentiful local supplies of both surface and groundwater allow potential for industrial and recreational development.

The four-county area had a population of nearly 300,000 in 1960: Dorchester, 24,383; Berkeley, 38,196; Colleton, 27,816; and Charleston County, 216,382. Berkeley and Charleston Counties increased in population by more than 25 percent between 1950 and 1960, Dorchester gained by 8 percent, while Colleton decreased slightly. The corresponding population gain for South Carolina was 2.5 percent.

Incomes

For the four counties (including the city of Charleston) over 25,000 families, comprising 3[illegible] percent of all families, had 1959 incomes of less than $3,000 (table 1). Of the Negro families, 30 percent had net money incomes of less than $1,000 and over 70 percent had less than $3,000 income. The median family income in Dorchester was $3,000; Berkeley was slightly above and Colleton somewhat below that amount. Thus, approximately half of all families in the three rural counties had total family money incomes of less than $3,000 (table 2). The Charleston County median family income of $4,700 was substantially above the South Carolina median of $3,800.

Table 1.--Number and percentage distribution of families by total family income and race for the Charleston labor market area, 1959 1/

Family income 1959	Families			Percentage distribution of families		
	White	Negro	All families	White	Negro	All families
	Number			Percent		
Under $1,000	2,493	7,079	9,572	5.6	30.3	14.2
$1,000 - $1,999	2,476	5,356	7,832	5.6	22.9	11.5
$2,000 - $2,999	4,007	4,346	8,353	9.0	18.6	12.3
$3,000 - $3,999	5,112	2,609	7,721	11.5	11.2	11.4
$4,000 - $4,999	5,631	1,727	7,358	12.7	7.4	10.8
$5,000 - $5,999	5,587	921	6,508	12.5	3.9	9.6
$6,000 - $6,999	5,051	593	5,644	11.3	2.5	8.3
$7,000 - $7,999	3,879	279	4,158	8.7	1.2	6.1
$8,000 - $8,999	2,738	207	2,945	6.1	.9	4.3
$9,000 - $9,999	2,050	82	2,132	4.6	.4	3.1
$10,000 and over	5,521	164	5,685	12.4	.7	8.4
Total	44,545	23,363	67,908	100.0	100.0	100.0

1/ Berkeley, Charleston, Colleton, and Dorchester Counties, S.C.

Source: 1960 Census of Population

Table 2.--Median family income by race for Berkeley, Charleston, Colleton and Dorchester Counties, S.C., 1959

County	White	Negro	All families
		Dollars	
Berkeley	5,214	1,551	3,367
Charleston	5,721	2,149	4,518
Colleton	3,957	1,305	2,462
Dorchester	4,751	1,488	3,031
Total	5,457	1,859	4,060

Source: 1960 Census of Population

Education

In 1959, the median years of schooling attained by persons 25 years of age and older was approximately 8 years in the three rural counties and 10 years in Charleston. The comparable median for South Carolina was 8.7 years. The median years of schooling of the Negro population was about half that of the white population, ranging from 4.7 years in Berkeley to 6.3 years in Charleston (table 3).

Table 3.--Median years of schooling by race for Berkeley, Charleston, Colleton and Dorchester Counties, S.C., 1959

County	White	Negro	All families
		Years	
Berkeley	9.8	4.7	7.7
Charleston	12.0	6.3	10.1
Colleton	9.9	5.0	7.8
Dorchester	11.1	5.3	8.3
Total	11.6	5.9	9.4

Source: 1960 Census of Population

Participation in Work Force

Berkeley, Colleton, and Dorchester Counties were among the lowest in South Carolina in the proportion of persons 14 years of age and older that were in the labor force. The nonworker ratio (the ratio of persons not in the labor force, including children under 14, to the labor force) was over 2 in the rural counties. This compared with a nonworker ratio of under 1.7 for Charleston

County and the State as a whole (table 4). In all four counties, the percentage of population under 18 was higher than the South Carolina 1960 average of 41.7 (table 5). The curtailment of employment in agriculture and lumbering has left many relatively unskilled persons without jobs. Many of these people did not show up on the lists of the unemployed, because they were not actively looking for work. Thus, unemployment rates, ranging from 3 percent in Colleton to 7 percent in Berkeley, understated the need for extra jobs.

Table 4.--Percentage of participation in the labor force and nonworker ratio for South Carolina and specified counties, 1960

Item	South Carolina	Berkeley County	Charleston County	Colleton County	Dorchester County
	Percent				
Females 14 and older	38.3	25.2	36.5	29.5	24.8
Married 1/	39.6	27.4	32.4	31.9	24.9
With own child under 6	32.1	18.5	22.1	26.1	16.5
Males 18-24	79.9	72.5	77.1	76.2	77.4
65 and older	31.1	26.9	35.9	33.4	29.7
Unemployed	4.1	6.9	5.1	3.1	3.4
Nonworker ratio 2/	1.66	2.52	1.68	2.15	2.26

1/ With husband present.
2/ Ratio of persons not in labor force (including children under 14) to labor force.

Source: 1960 Census of Population

Table 5.--Percentage of population in selected age categories for South Carolina and specified counties, 1960

Years	Population in --				
	South Carolina	Berkeley County	Charleston County	Colleton County	Dorchester County
	Percent				
Under 18	41.7	49.5	42.0	44.3	44.4
18 to 64	52.0	45.8	53.2	48.2	49.0
65 and over	6.3	4.7	4.8	7.5	6.6
Total	100.0	100.0	100.0	100.0	100.0

Source: 1960 Census of Population

SHORTRUN IMPACT OF THE BRICK FACTORY ON THE AREA

Production -- A Success Story

The brick plant was constructed in early 1963; the first kiln of brick was run July 5, 1963. Full production of 36,000 brick per day was attained in late August, 1963. This exceeded by 40 percent the expected rate of 25,000 brick per day in the original plan upon which the ARA loan was made. Moreover, the plant layout was so efficient that only 25 workers were required, rather than the 30 to 35 workers originally expected to be employed. The plant uses a "continuous tunnel" kiln with a resulting decrease in handling of brick during burning. Part of this efficiency gain is being passed on to the employees of Dorchester Ceramics in higher wages.

During its first year of full operation, Dorchester Ceramics produced about 12 million brick with sales of about $350,000. The plant employed 25 persons; the payroll was approximately $100,000.

The Market Demand for Brick

North Carolina, with a production of 700 million brick annually, ranked first among the States in 1963; Georgia is also an important producer. One plant in Augusta, Ga., over 100 miles west of Charleston, had an annual capacity of nearly 250 million brick.

There were nine brick manufacturers in South Carolina in 1963 with a combined annual output of 350 million brick. In addition to Dorchester Ceramics, there was another plant in Summerville with about the same output. A new plant with an annual capacity of 20 to 30 million brick started operations at Sumter, 60 miles north of Summerville, in 1962.

Despite the combined annual output of 20 to 25 million brick of the two plants located at Summerville, the local demand outstripped the local supply. A two-year cyclical rise in construction in the Charleston area provided a fortunate time for Dorchester Ceramics to enter the brick market. The plant marketed its entire output locally. At the same time, its relatively small output (on an industry-wide basis) probably caused little disruption in the established markets of other producers.

The Work Force

At the end of the first full year of operation, the plant employed 25 persons in the following occupations:

Brick setters	4
Heavy equipment operators	5
Laborers	9
Truck drivers	1
Machine operators	1
Office and supervisory	5
Total	25

The plant began operations with 22 workers, later increasing to 25 workers as full production was achieved. The original 22 workers included five office and supervisory workers and 17 production workers.

Dorchester Ceramics provided employment for the group most lacking in job opportunities. Of the original 17 production workers, all males, 15 were nonwhite; 12 of the 15 were between 20 and 34 years old. Only five production workers had previous experience in the type of work they were hired to do; they had all worked at the other brick factory in Summerville. Ten workers had previous jobs as agricultural, sawmill, and contruction laborers. These jobs are characteristically seasonal and pay relatively low wages. Previous earnings of these employees ranged from $0.75 to $1.00 per hour when working. The wage scale of $1.15 per hour paid by Dorchester Ceramics represented substantial income improvement.

The production workers had a median school attendance of 9.5 years -- substantially above the population average. They came mostly from the rural areas in Dorchester County; 1 worker came from Orangeburg County, northwest of the study area. While the office and supervisory workers lived in Summerville, all but three production workers commuted from 10 to 60 miles, round-trip. More than half were from the small town of Harleyville, 22 miles distant.

The reason given by management for hiring so few local employees was that employment opportunities were fairly good for persons living in the immediate area of Summerville. The plant screened applicants and hired those with the best qualifications. The resulting employment pattern indicated the more limited employment opportunities in rural Dorchester County. No workers were hired from Colleton, Charleston, or Berkeley Counties (appendix table 9).

Total Employment Generated

On the basis of actual performance during the first year, the project was estimated to generate, for a typical year, some 35 jobs, including 34 within the project area (table 6). These 34 jobs comprised 25 in the factory itself, five business-linked jobs and four consumer-linked jobs in retail trade, professions and other activities resulting from the expenditure of payrolls by the factory workers and the workers in business-linked industry. Outside the area, payment of some $37,000 for plant equipment was estimated to result in one more business-linked job.

Local business-linked employment in nonconstruction industry was estimated at five, as follows:

(a) Clay--Within the area, the mining of clay under contract involved a direct payroll of about $5,000 and employed one worker.

(b) Utilities--Other than labor, utilities, at $57,000, made up the most important input; natural gas -- $42,000; electricity -- $13,000; telephone -- $2,000. Because of the high labor efficiency of public utilities, it is probable that an almost negligible increase in employment resulted from these additional business-linked purchases, even though they were made through local utility offices.

Table 6.--Jobs generated by the ARA-sponsored brick factory at Summerville, S.C., first operating year, 1962-63

Type of job	Estimates from this study
	Number
I. Within area:	
Direct jobs	25
Business-linked jobs	5
Consumer-linked jobs	4
Other	0
Total	34
II. Outside area 1/:	
Business-linked jobs	1
Consumer-linked jobs	--
Other	--
Total	1
III. Total all jobs	35

1/ Payments to other areas include an estimated $32,000 for plant equipment. The guide used in computing job generation is contained in the appendix to Rural Industrialization in the Ozarks: Case Study of a New Shirt Plant at Gassville, Ark., by Max F. Jordan, U.S. Dept. Agr., Agr. Econ. Rpt. 123, Nov. 1967.

(c) Miscellaneous supplies included: office equipment, metal bands for shipping brick, repair parts for machinery, fuel, oil, and grease. These amounted to approximately $35,000 in the first year of operation. The bulk of these supplies, at about $30,000, were purchased locally, for a probable increase in local employment equivalent to 1.5 jobs. Since few of these supplies are produced locally, however, succeeding business-linked purchases were largely lost to other areas.

(d) Miscellaneous services include: advertising and business promotion, repairs and maintenance, engineering services, accountants' fees, office rental, and travel expenses. These amounted to about $15,000 during the first year of operation. Almost all of this was spent locally, except engineering services amounting to $1,500. For the particular types of services involved, a high proportion of the cost would be reflected in wage and salary payments in the project area, probably amounting to 2.5 jobs at an average salary of $4,000 per year. The use of these services would in turn set off a minor chain reaction through the use of other business-linked services. This additional employment would probably be quite small and is not estimated here.

Further Developments

In October 1966, Dorchester Ceramics merged with Glasrock Products, Inc., a leading national producer of ceramic tooling for industry. Glasrock's Atlanta plant needed additional tunnel kiln capacity. It was determined that the modern tunnel kiln of Dorchester Ceramics could fire form blocks without materially affecting its output of brick. After the merger the plant began producing form blocks. These are processed into fused silica dies that are used by industry for hot-forming titanium and beryllium products.

In nearly 5 years of operation Dorchester Ceramics has disbursed nearly $750,000 in payrolls and purchased almost $2 million of supplies and services, mostly through local distributers. Employment in March 1968 was 40 workers, with an annual payroll of approximately $160,000. The original ARA loan was paid off in full in November 1967.

The merger of Dorchester Ceramics as a subsidiary of Glasrock Products could have far-reaching economic impact upon the project area. Ceramic tooling is a relatively new process. Fused silica dies cost less than steel dies. There is a growing industrial demand for ceramic tooling, particularly for hot-forming, bonding, and curing light metal alloys. The ceramics industry foresees the development of an increasing variety of uses for its products.

The diversification of Dorchester Ceramics into ceramic tooling lessened its dependence on the cyclical swings of the construction industry and the resulting fluctuations in the demand for brick. The merger also illustrates the evolutionary process of economic growth. The manufacture of ceramic tooling introduced a new product that utilizes local raw materials. At the same time, its manufacturing process upgraded further the technical skills of the labor force, making the project area a more attractive site for new industrial location.

Community Leadership

The way this project attained ARA sponsorship illustrates that community leadership in the area is helping to meet the needs of local development. However, the continuing need to acquaint the local citizens with the opportunities for assistance from various public programs in likewise illustrated.

Dorchester County organized a Rural Area Development Committee in May 1961. The committee submitted an Overall Economic Development Program to ARA in December 1961. The OEDP listed objectives of stimulating economic growth and increased local employment by securing new industry, expanding existing industries, improving community facilities and services, and adopting a program of comprehensive urban and rural land use planning to make the area more attractive for industrial, commercial, agricultural, and recreational development.

In addition to the Dorchester County RAD Committee, small towns in the county had their own community improvement organizations. Most of the leaders of these organizations were members of the County RAD Committee. For this reason, the RAD Committee stimulated community action and was an advisory and coordinating body for projects in the County without actively implementing

these projects. For example, Reevesville purchased a fire-engine and organized a fire department. Harleyville, lacking a doctor, built and equipped a medical building to attract one.

The RAD Committee also undertook several action projects. It induced a second bank to locate in St. George. It played a leading role in obtaining a Federal grant and matching funds for a new courthouse in St. George. It provided leadership in planning a joint Dorchester-Berkeley drainage project designed to provide, under one comprehensive plan, a long-range solution to the drainage problems of a number of towns and communities in both Dorchester and Berkeley Counties.

Thus, the supporting Federal and local government organization for ARA and RAD programs in Dorchester County was sufficient to launch particular projects. A major immediate need for improvement of these programs appears to be for improved communications so that the chances of overlooking potentially worthy projects will be minimized. This need does not imply neglect by public officials. Rather, it highlights the special economic and social environment in Dorchester County, particularly the following:

(1) Since Summerville is smaller than Charleston, rural and county affairs compete for publicity with the affairs of the city. Both public interest and economic opportunity center in Charleston. Except for unskilled labor -- mostly former farm labor in Dorchester County -- local employment opportunities are good, particularly in Charleston.

(2) Both the new courthouse in St. George and the Dorchester-Berkeley drainage project generated local controversy. Local newspapers gave considerable coverage to these particular projects, and limited coverage of information on a wide range of opportunities available for the positive use of public funds for local economic development. Particularly in the three rural counties, there is a need for improved means of informing people about development opportunities through public programs, including the ARA program and its successor programs of the Economic Development Administration.

PROSPECTS AND NEED FOR OTHER PROJECTS

The brick factory depended on a strong demand for its product for its initial success. This demand, in turn, was an outgrowth of general prosperity and the prosperity of Charleston. This initial prosperity was then reinforced by the ready supply of local building material.

The likely continued decline of local agriculture and forestry and the increasing demands of nonfarm employers for skilled workers point to the continuing need for projects such as the brick plant to employ relatively unskilled rural people or measures to upgrade skills of the labor force. In this particular project, resource and production requirements dictated the plant site in a rural area. Access of all rural workers to the Charleston area labor market was thus enhanced. Even if future projects are developed to employ unskilled labor, they are likely to be located near Charleston.

However, many opportunities exist for small industries to be located in smaller cities and larger towns. These can provide the needed goods and services to the larger center, employment to residents of the more rural areas, and an opportunity for people to live in familiar surroundings. The brick plant provided these opportunities to a few families. Other industries can do the same in the Charleston area.

APPENDIX

Table 7.--Number of employees by type of work, race, and sex, Dorchester Ceramics, Inc., Summerville, S.C., May, 1964

Age of employees	Employees						
	Total	Type of work		Race		Sex	
		Supervisory	Production	White	Negro	Male	Female
	Number						
All ages	22	5	17	7	15	21	1
20-24	6	-	6	-	6	6	-
25-29	4	-	4	1	3	4	-
30-34	4	1	3	1	3	4	-
35-39	1	-	1	1	-	2	-
40-44	4	3	1	3	1	3	1
45 and over	3	1	2	1	2	3	-

Table 8.--Number of production workers by years of schooling and previous employment, by race of workers, Dorchester Ceramics, Inc., Summerville, Dorchester County, S.C., May, 1964

Item	Workers		
	White	Negro	Total
	Number		
Previous employment:			
Same type of work	1	4	5
Farm laborer	1	3	4
Construction laborer	-	3	3
Sawmill laborer	-	3	3
Public utilities laborer	-	1	1
Short-order cook	-	1	1
Total	2	15	17
Highest grade of school:			
3 years	1	2	3
4 - 6 years	-	3	3
7 - 8 years	1	2	3
9 - 11 years	-	4	4
High school graduate	-	4	4
Total	2	15	17

Table 9.--Number of employees by post office address and distance commuted to work by race of employee, Dorchester Ceramics, Inc., Summerville, S.C., May, 1964

Item	Employees		
	White	Negro	Total
	Number		
Post office address:			
Summerville, Dorchester Co.	7	1	8
Ridgeville, Dorchester Co.	-	3	3
Dorchester, Dorchester Co.	-	2	2
Harleyville, Dorchester Co.	-	8	8
Holly Hill, Orangeburg Co.	-	1	1
Total	7	15	22
Distance to work:			
Less than 5 miles	7	1	8
5 - 9 miles	-	2	2
10 - 14 miles	-	2	2
15 - 19 miles	-	4	4
20 - 24 miles	-	5	5
25 miles or more	-	1	1
Total	7	15	22