

Obie D. DeLoach
By Derric Scott
2020

From newspaper research and other sources.

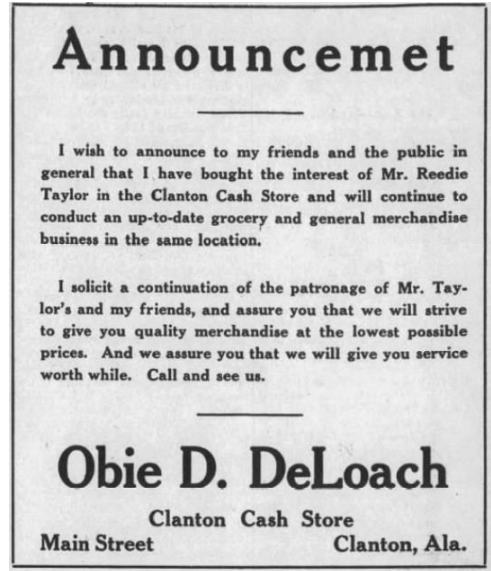
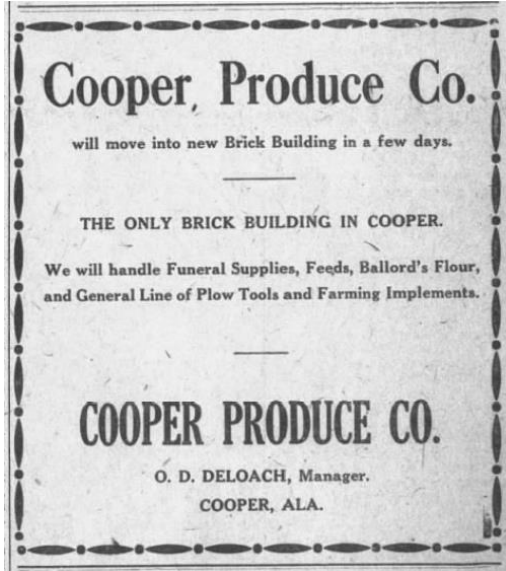
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Revision 1.0, April 14 2020

Obie D. DeLoach

By Derric Scott

Obie D. DeLoach was born August 10, 1891 in Coosa County. He married Era Odessa Smith in 1916.

As early as 1922 he had a store in Cooper. A break-in was reported in May in the newspapers. A couple years later he advertised in the January 24, 1924 Union Banner that he was moving into a new brick building.



Union Banners: January 24, 1924 in Cooper, March 31, 1927 bought interest in The Cash Store

In July 1924 it was broken into again, the 4th time in 3 years. The store was co-owned by Tom Taylor of Clanton.

The news in March of 1927 was that Mr. Obie D. DeLoach had bought out Reddie Taylor's interest in "The Clanton Cash Store," a grocery and general merchandise store on Main Street Clanton.

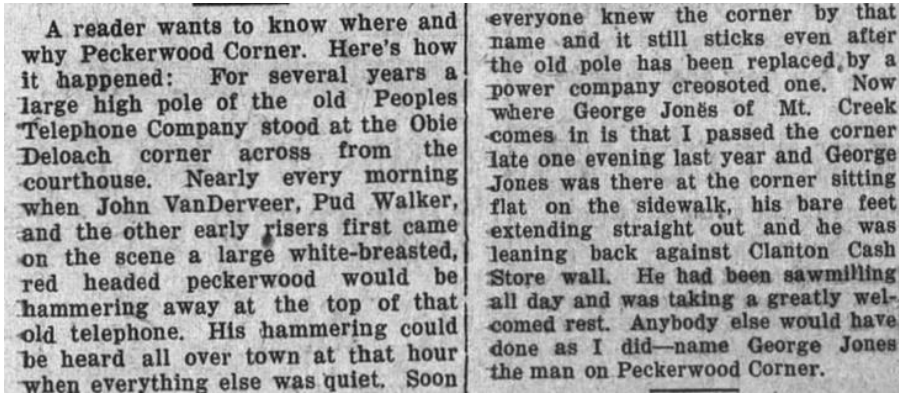
E. I. Moates joined the Clanton Cash Store as head of the new meat department in March of 1931 and they announced that they were now selling fresh meats.

The next year Obie DeLoach and Jesse Baker divided up the Clanton Cash Store, with DeLoach taking the grocery side and Baker taking the dry goods. They remained in the same locations.

In mid-1938 the owners of the Clanton Cash Store decided to completely remodel their store (the No. 2 division). It seems that in the middle of the remodel, or perhaps the remodel was for this purpose, the remodel became Clanton's first Piggly Wiggly. For a time, both it and the Clanton Cash Store were in business simultaneously. It was the first store in town to be one of the new styled "self-service" grocery stores that Piggly Wiggly had recently pioneered. Paul Locklear was the manager. The opening was June 3rd, 1938. The Piggly Wiggly store continued to use the Taylor Wholesale Grocery Co. to supply their products. Only a month later they installed "real air-conditioning" – a true novelty!



The Piggly Wiggly was located on the southwest corner of the intersection of 2nd Avenue North and 7th Street. In this timeframe, 1943, it was called the Obie DeLoach corner and also "Peckerwood Corner." Here's why:



In February 1944 the Clanton Cash Store began a complete remodel. The business inventory was moved to the Piggly Wiggly for the two week duration. But plans changed, and by March 10, 1944 they had decided to merge the Clanton Cash Store into the Piggly Wiggly.



The Piggly Wiggly "old stand" was "in the building between Hill Grocery and the Dollar Store." In mid-1944, the Teel brothers, Durwood and Jakie, decided to open a tire and light hardware store, handling tires, tubes, accessories, light hardware, bicycles, and bicycle repair shop in that building. They maintained a "road service outfit" to service your flat tires "out on the roads." In December 1946 the Teel brothers moved to the "new Wade building" in front of the Baptist church. After the Teels moved out, in early 1947 two other businesses moved into that space – the Boyette Prescription Shop and Marvin Sutley jewelry and watch repair.

It is unclear what happened to the Piggly Wiggly store in that location and when it may have ceased doing business or was sold, but it was around 1960.

In 1959 rumors of a new Piggly Wiggly to be built on the Dr. J. P. Hayes old homeplace lot at 7th Street and 1st Avenue began to circulate. By March of 1960 it was complete and their grand opening was held. Cecil Ramsey was the manager and the owners were George and John Thompson. Changes kept happening and in December of 1962 this Piggly Wiggly became a Big Bear. This was a fairly large change and Clanton was only one of several stores that made this switch. Don't worry – they still gave out the same Yellow Stamps!

Only the NAME has changed!

BIG BEAR

is the
NEW NAME
for
PIGGLY WIGGLY

THE NAME HAS CHANGED AT THESE LOCATIONS ONLY

- 1728 W. Judge St. • Tallahassee
- 3820 S. Court St. • Panama City
- 225 Court Hill Rd. • Marianna
- CLANTON • WEST POINT, GA.
- East Coast Shopping Center

SAME COURTEOUS SERVICE

SAME Personnel

SAME Quality Foods

SAME Ownership

SAME Yellow Stamps

SAME Tender Aged Beef

BIG BEAR SUPERMARKETS

PIGGLY WIGGLY SELF SERVICE

The friendly personnel who you have shopped with at Piggly Wiggly will be there to greet you and make your shopping as pleasant as always. Only the name will change.

References

Facebook groups *“U know u lived in CLANTON as a kid,” “WE GREW UP IN CLANTON, ALABAMA”* and others.

Union Banner: