

SECTION D: DIXIE HIGHWAY TOUR #1: BEDSPREADS AND BYPASSES

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BACKGROUND ON THE TOUR ROUTE:

The route of today's Dixie Highway bus tour will cover both the Eastern and Western Divisions of the highway lying between Chattanooga, Tennessee and Cartersville, Georgia (**Figure D-1**). In addition to seeing a variety of roadside-related resources, participants will view bypassed segments of both branches of the highway, and the automobile tourist landscape of Southeast Tennessee and Northwest Georgia. This tour will also provide a broad overview of the historical developments that have shaped and continue to influence these regions. As in the early 20th century, tourism continues to be an important industry for both states, and many of the sites on today's bus tour represent typical destinations for travelers driving along the Dixie Highway during the 1920s and 1930s as well as for visitors traveling on Interstate 75 at the present time.

Initially, the Dixie Highway Association appears to have routed both Divisions running from Chattanooga into Georgia through the Chickamauga-Chattanooga National Military Park where the system of park roads would have been superior to many of the narrow, dirt roads of the early twentieth century. Once inside the park, the two Divisions split with the Western Division continuing south of the Park along the LaFayette Road (present-day U.S. 27) and the Eastern Division turning southeastward toward Dalton. At some undetermined point, perhaps following the completion of the Bachman Tubes in 1929 (**on Tour #1, Figure D-2**), the Eastern

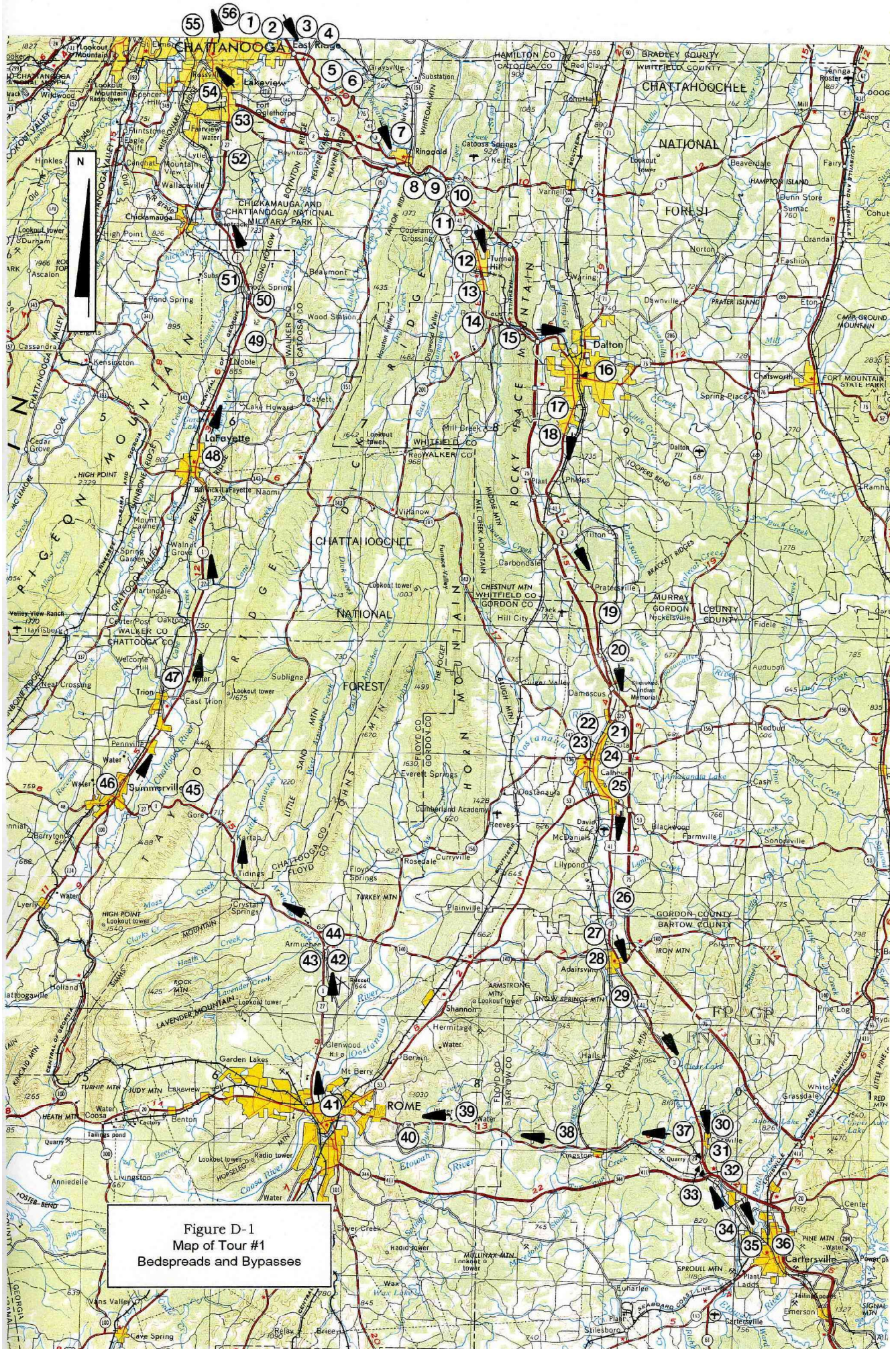


Figure D-1
Map of Tour #1
Bypasses and Spreads

Division was realigned so that it did not enter the Military Park, but left Chattanooga on a different route through East Ridge and southward into Georgia (currently U.S. 41).

Rather than head down the original route of the Eastern Division of the Dixie into Georgia, the tour route will take participants south of Chattanooga on the later alignment of the Eastern Branch through the Tennessee town of East Ridge on present-day U.S. 41. After crossing the Georgia state line, the tour will continue to Ringgold, which was on the original route of the Eastern Division, and follow the route of that branch for approximately 70 miles to Cartersville Georgia, which lies about 50 miles northwest of Atlanta. While much of the route will follow present-day U.S. 41, portions of the tour will be along bypassed sections of highway that were either original alignments of the Dixie Highway's Eastern Branch or earlier segments of U.S. 41. Participants will also see many examples of roadside architecture and places important to southern automobile tourism.

Outside of Cartersville is the junction of the Highway's two principal Divisions (**on Tour #1**) where the tour route will then shift to the Western Branch. This segment of the tour will take participants due west on present-day SR 293 to the city of Rome, where there will be an extended stop for lunch. Following this break, the tour of the Western Division will resume and continue along present-day U.S. 27 for the remainder of the route back to Chattanooga. Along the way, participants will see the roadside architecture of the Dixie Highway's Western Branch, making several stops along the way including an extended visit to Visionary Artist Howard Finster's Paradise Gardens in Summerville.

The tour will continue northward on U.S. 27 through the Chickamauga Battlefield, a unit of the Chickamauga and Chattanooga National Military Park, continue into Chattanooga on Market Street, the original route of the Dixie Highway south of downtown, and pass several important historic buildings in downtown Chattanooga including Terminal Station (now known as the "Choo Choo"), and will end at the Read House Hotel.

While on the tour today, please keep in mind that many of the places that you will see are privately owned and are not necessarily open to the public. Also, be extremely careful when leaving the bus and especially whenever crossing streets or the Dixie Highway itself; each of the places on the our route are heavily traveled and the regular users of these roads are not always accustomed to having tour groups visit their communities. Finally, be sure to have a good time today and learn as much as you can about the Dixie Highway in Georgia. Enjoy the tour!

SPECIFIC SITES ON THE TOUR:

#1 READ HOUSE: Departure point of today's tour as well as headquarters to the SCA conference, the Read House is listed in the National Register of Historic Places. The third hotel building to occupy this site (the corner of Broad Street--once called Railroad Street--and M. L. King Boulevard--formerly 9th Street), the Read House was completed in 1926 according to a design by architect Martin Roche of the Chicago firm Holabird and Roche. The hotel's classical design made it one of the city's showpieces when it opened. In 1934, room rates were \$2 to \$8 a night, and the Automobile Association of America rated the Read House "an excellent hotel" and "one of the finest in the south" (AAA 1934-35:22+).

Although only 300 of the hotel's 419 rooms had baths, all of the rooms had "circulating ice water and electric fans." In addition to its guest rooms, the hotel also had a convention hall, ball rooms, a dining room, a coffee shop, an American Airways office, and a travel bureau. For guests with automobiles, the hotel boasted a garage that could provide minor maintenance and free delivery (AAA 1934-35:22+). An advertisement from 1956 noted that the hotel's rooms had televisions and radios, and rooms cost as little as \$5 for a single, or as much as \$30 for a suite. Until they were demolished by a developer in 1973, the Read House once faced several railroad buildings including Chattanooga's Union Station, an 1858 car shed, and an 1880s freight depot.

#2 GATEWAY MOTEL: This ca. 1950 motel is located on the Westside Drive section of U.S. 41/U.S. 76, and is an example of a business built by an enterprising entrepreneur to take advantage of not only its proximity to a heavily traveled automobile highway, but also its scenic location on the side of Missionary Ridge overlooking Chattanooga. A ca. 1950 postcard view of the Gateway Motel carried the AAA logo and advertised the business as follows:

on the side of Missionary Ridge overlooking Historical Chattanooga and beautiful Lookout Mountain. Only five minutes to shopping district. Newest modern Motel featuring Simmons beautiful furniture with Beautyrest mattresses. On Highway U.S. 41 at BACHMAN TUNNEL. . . . Enjoy a good night's rest in Chattanooga's newest fireproof Motel (author's postcard collection).

Aside from the addition of a roof overhang, the Gateway Motel is largely unaltered. Note the sign over the former office building in front of the business and the "port hole" windows on each unit's door.

#3 BACHMAN TUBES: Built in 1929 to bypass the steep grade of the Dixie Highway and U.S. 41 on Old Ringgold Road, this paired set of tunnels runs for 1,036 feet beneath Missionary Ridge, and was one of three sets of tunnels constructed in Chattanooga (**Figure D-2**). Along with the 1910 Stringers Ridge Tunnel (**on Tour #2**), these tunnels helped to eliminate steep mountain crossings early travelers encountered upon entering the city.

#4 RINGGOLD ROAD/U.S. 41/U.S. 76 CORRIDOR THROUGH EAST RIDGE: After crossing Missionary Ridge or passing through the Bachman Tubes, travelers on the Dixie Highway's Eastern Branch entered the community of East Ridge on the Ringgold Road section of U.S. 41/U.S. 76. Due to the relentless rate of progress, the roadside architecture along this strip has undergone numerous changes in the sixty or so years since becoming an important automobile route, and is lined with many modern national franchise gas stations and fast-food restaurants. Yet several relatively intact examples of 1950s roadside businesses with early signage remain. These include the following:

- the Buena Vista Motel, which is located on the east side of the highway and has a really great sign. The business appears to have been constructed ca. 1950 and likely began as a tourist court. A bypassed section of Old Ringgold Road runs behind the Buena Vista Motel;
- Tri-State Bowling, which stands on the west side of the road and has a sign featuring a large bowling pin;
- the ca. 1955 Kingwood Pharmacy, which is located on the west side of the highway;
- Linda's Restaurant, a ca. 1960 business that stands on the east side of the road and has a sign featuring a long-horn steer;
- Professional Cleaners, a ca. 1955 business on the east side of the highway, and that features buff-colored Roman Brick, a monitor roof, and a pylon-shaped sign;
- the Lynn Haven Motel, a ca. 1950 that stands on the east side of the roadway. Two of the motel's interesting features are its "Flying V" sign and its screen doors, which feature a tropical motif;

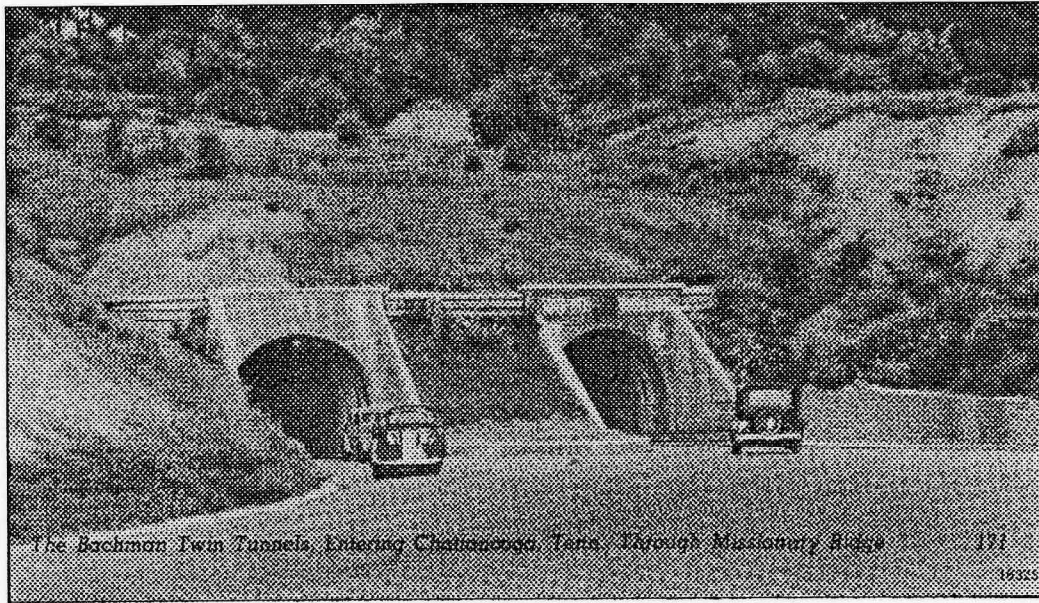


Figure D-2: A ca. 1945 view of the Bachman Twin Tunnels (or Tubes as they are sometimes called), this postcard shows the paired tunnels that took automobiles through Missionary Ridge on U.S. 41 beginning in 1929 (author's postcard collection).

- Sanitary Cleaners, a ca. 1960 building that is located on the east side of the highway and is similar to Professional Cleaners in that it also has buff-colored Roman brick, a monitor roof, and a pylon-shaped sign;
- the Eidson Restaurant, a business that stands on the west side of the road and has a great sign out front;
- the Kimberly Apartments, a former motel business built ca. 1955 on the west side of the highway. The Kimberly features a pretty interesting Flying V sign;
- Ralph's Motors, a ca. 1960 used car dealer located on the west side of the road. Though it is constructed of cinder blocks, the building's modest materials are accentuated by its pylon sign;
- the Kwik Stop Get-N-Go Market on the west side of the highway. This is a rare example of a drive-thru convenience store;
- Kay's Kastles Ice Cream Shoppe, a ca. 1965 business that stands on the west side of the road. Both this store and the Kay's location in St. Elmo feature a giant ice cream cone sign;
- T/D Used Cars, a ca. 1945 streamlined building which is located on the east side of the highway and features limestone veneer over the exterior of the building; and
- Shipp's Yogi Bear Campground, a ca. 1965 business located on the west side of the road between U.S. 41 and Interstate 75.

#5 CONCRETE CROSS: Located less than two miles south of the Tennessee/Georgia State line on the west side of U.S. 41/U.S. 76 is this cross with the message "Jesus is Coming Soon." The religious marker is one of the hundreds of concrete crosses put up by Harrison Mayes of Middlesboro, Kentucky along highways all over the South at his own expense between the 1930s and 1975.

#6 DIXIE MOTEL: Located 2.7 miles south of the Tennessee/Georgia state line and on the west side of U.S. 41, this resource was probably built sometime before World War II and is an example of a roadside business that likely began as a tourist court but was later called a motel. This motel is also an obvious statement of the importance that the name "Dixie" continued to have in certain areas along the highway years after the numbered U.S. routes came into existence (**Figure D-3**).

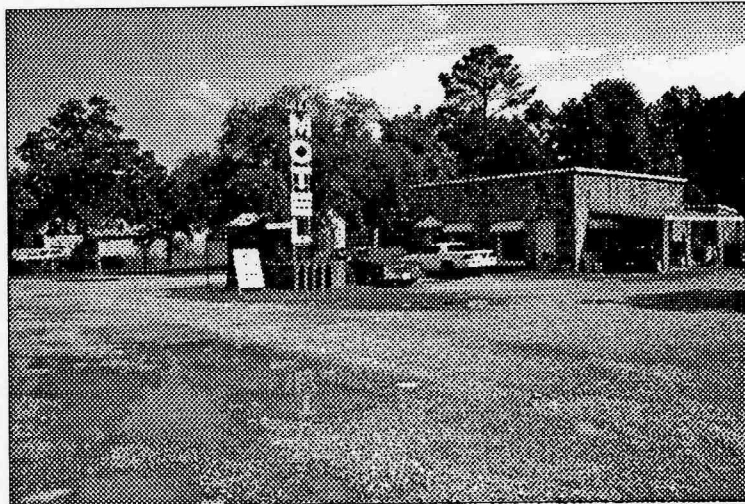


Figure D-3: Built ca. 1940, the Dixie Motel is located along the Eastern Division of the Dixie Highway/U.S. 41 in Catoosa County, Georgia. Its sign serves as a reminder of the importance that the Dixie Highway once had to North Georgia (photograph by author).

While the name Dixie Highway has been largely forgotten, businesses such as this one serve as reminders of the named highway. The rubble stone exterior and sturdy construction of the buildings here probably has much to do with its preservation (Georgia State Highway Board Map for Catoosa County 1940).

#7 RINGGOLD: Incorporated in 1847, Ringgold became a Confederate supply depot and hospital by August of 1862. The town would also be the scene of several important events during the Civil War, including skirmishes on September 11 and 17 1863, and the Battle of Ringgold Gap, which was fought on November 27 1863. During the battle, Union troops under General Joseph Hooker attacked General Patrick Cleburne's Confederates, who repulsed the Federal and enabled the Confederate Army to continue its retreat toward Dalton. It was also near Ringgold where Southern pursuers caught up to James Andrews and his band of Union raiders who stole the locomotive "The General" at Big Shanty (now Kennesaw), Georgia in April 1862. By late 1864, few of the town's buildings were left standing (*WPA Guide* 1940:301; *Chattanooga Sites Assessment* 1998:25, 105).

In terms of roadside businesses, by 1940 4 gas stations and 2 tourist camps stood near Ringgold, so the town appears to have been somewhat important to automobile tourists (Georgia State Highway Board Map for Catoosa County 1940). A ca. 1940 postcard view of U.S. 41 through the town shows a small hamburger restaurant called "Toms" on the card's left-hand side, while a sign for a Woco Pep gas station appears on the far right-hand side of the image. The postcard view of another business, the Georgian Court, describes its accommodations as having steam-heated cottages that featured tubs and showers and locked garages (author's postcard collection).

With its nearby Interstate 75 highway interchange, Ringgold continues to benefit from automobile tourism. Located along the Nashville Street/U.S. 41/U.S. 76 corridor through the town are the following points of interest:

- the Chowtime Drive-in. This ca. 1955 restaurant is situated on the west side of Nashville Street and is a rare southern example of a non-franchised hamburger stand still in operation. The sign in front of the building has been altered, but with its message "HOME OF THE CHOW BURGER," the sign symbolizes the independent character of the business. Note the clock at the top of the sign, which appears to be original (**Figure D-4**);
- Melissa's Garden and Gift, a ca. 1930 Sinclair Gas Station that stands on the east side of Nashville Street near its intersection with Maple Street;

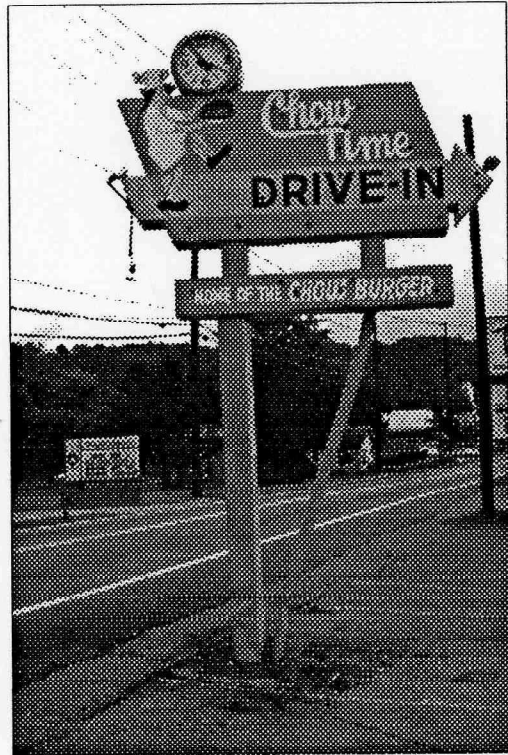


Figure D-4: While not completely intact, the sign at Ringgold, Georgia's Chow-Time Drive-in is nevertheless quite interesting and displays an original clock in the top portion of the sign (photograph by author).

- the 1939 Catoosa County Courthouse, which stands on the west side of the street and replaced the three-story antebellum brick building that survived the Civil War (*WPA Guide* 1940:301);
- the Wedding Chapel, which is touted as the “Biggest Little Wedding Chapel in the Area,” and stands on the east side of Nashville Street opposite to the county courthouse. Located in the 1926 Methodist Episcopal Church, the slogan of the Wedding Chapel is “More than Saying ‘I Do.’” In addition to doing weddings by appointment, the chapel can also arrange receptions and handles all the floral arrangements. A tourism brochure for Walker County urges visitors not to “miss the wedding chapel where the famous and not-so-famous have for years made Ringgold the wedding capital of Georgia.”

In addition to being close to the county courthouse, where there is no three-day waiting period to receive a marriage license, the chapel also benefits from the convenience of having a nearby blood lab so prospective couples can get the prerequisite paperwork and tests done quickly. Because people can get married here so easily--sort of the local version of a Las Vegas wedding chapel--this is the place to be if “you’re fixin’ to get hitched but cain’t wait” (Catoosa County Area Chamber of Commerce ND:NP);

- Dixie Trophy, a local business in one of the commercial buildings lining the east side of U.S. 41 that serves as a reminder of the Dixie Highway’s importance to the local economy; and
- the Ringgold Depot, which stands on the west side of U.S. 41 immediately south of downtown Ringgold commercial district. Listed in the National Register of Historic Places as one of the few antebellum-era buildings still standing in Ringgold, this depot was constructed of sandstone by the railroad in the 1850s, and is one of five extant 19th-century depots built by the Western and Atlantic near the route of the Dixie Highway’s Eastern Division. This depot sustained damage during the Battle of Ringgold, but was rehabilitated after the war and was in continuous as a depot until recently (*Crossroads of Conflict* 1994:9). Just south of the depot is a ca. 1940 elevated railroad grade separation built over U.S. 41.

#8 RINGGOLD GAP INTERPRETIVE PAVILION: On the east side of U.S. 41 is the Ringgold Gap Pavilion. The first of five interpretive pavilions built by the National Park Service to commemorate Union General William T. Sherman’s Atlanta Campaign, this pavilion is one of the better preserved of the five. Like the other

pavilions, the wayside features a picnic table, a metal interpretive tablet mounted on a pole, and a low stone wall encircling a base with a relief map illustrating a particular engagement or event of the campaign. In this case, the map depicts the start of Sherman's campaign at Ringgold Gap (Miles 1989:30). The inscription of the marker reads as follows:

THE ATLANTA CAMPAIGN
MAY 7-SEPTEMBER 2, 1864
RINGGOLD GAP

HERE A FEDERAL ADVANCE POSITION
WAS MAINTAINED
DURING THE WINTER 1864-1864
WITH THE MAIN FORCE
CONCENTRATED AT CHATTANOOGA
FOUR MONTHS LATER, SEPTEMBER 2,
AND REACHED THE COAST
AT SAVANNAH, DECEMBER 21.
THIS MOVEMENT SPLIT
THE CONFEDERACY IN TWO,
DESTROYED MILITARY RESOURCES,
CENTERS OF SUPPLY,
AND HASTENED
THE END OF THE WAR.

All five Atlanta Campaign pavilions were built between 1938 and 1947, but none were finished until after World War II. The plans for each of the waysides were designed by two National Park Service landscape architects named Ewald and Frost. The designer of the bronze tablets at each pavilion was John Steinichen. Construction of each of the five pavilions was begun by the Works Progress Administration (Mielnik Draft NRHP Nomination, 1997).

Work on the pavilion at Ringgold Gap began in 1939, but due to delays and World War II, work at each of the five stations was put on hold indefinitely. Following the war, construction of the Ringgold pavilion resumed when the NPS hired three stone masons and seven other workers to finish the job. This pavilion was completed in 1947, and it was the first of the five to be finished (Mielnik Draft NRHP Nomination, 1997). The NPS also installed a metal interpretive tablet with the following text:

NATIONAL HISTORIC SITE
ATLANTA CAMPAIGN
RINGGOLD GAP
MAY 7, 1864

HERE THROUGH RINGGOLD GAP
FEDERAL ADVANCE POSITION
SHERMAN AND HIS ARMY
MOVED FORWARD
TO BEGIN THE CAMPAIGN
AGAINST ATLANTA
AND THE HEART OF THE SOUTH
THE CONFEDERATE DEFENSE
WELL CONCEIVED
AND ABLY EXECUTED DELAYED
THE MARCH TO THE SEA
AND THE EVENTUAL DIVISION
OF THE CONFEDERACY

NATIONAL PARK SERVICE
UNITED STATES
DEPARTMENT OF THE INTERIOR

The Georgia Historical Commission marker was originally erected in the 1950s, but is a replacement for the one stolen by vandals. In addition to the stone wall surrounding the station, note the twin stone pillars which served as an entry to the town of Ringgold.

#9 TOURIST CABINS: Located on the west side of U.S. 41/U.S. 76 near the highway's junction with State Route 2 approximately one mile south of Ringgold is this set of ca. 1925 tourist cabins. This collection of buildings was probably one of the first lodging establishments that automobile tourists encountered after crossing into Georgia on the Eastern Branch of the Dixie Highway.

#10 OLD STONE CHURCH: Built around 1848, the Old Stone Church stands on the east side of U.S. 41 approximately 2.5 miles south of Ringgold. Like the Western and Atlantic Railroad Depot in Ringgold, this church was constructed of sandstone, and was the scene of activity during the Civil War when the church was used as a hospital to treat soldiers wounded during the Battle of Ringgold in November 1863 (*Crossroads of Conflict* 1994:8). Listed in the National Register of

Historic Places, the church is not used for regular worship, but it has been and continues to be an important destination for automobile tourists.

#11 OLD DIXIE HIGHWAY ALIGNMENT, R. H. BANDY HOUSE, AND CROSSROAD STORE: Located in a crossroads village once known as Sugartown just south of an Interstate 75 interchange is this relatively intact collection of resources, which includes: a segment of bypassed one-lane road that has a street sign identifying it as the "Old Dixie Highway," the R. H. Bandy House, a late-19th-century I-house, and a ca. 1900 frame store building. The road was until recently unsurfaced, but with its narrow width, and the nearby farm house and country store, the scene here is representative of the highway conditions, vernacular architecture, and roadside businesses automobile tourists would have found along the Dixie Highway in its earliest days (Ringgold USGS Quadrangle Map 1946).

#12 TUNNEL HILL: This community was founded following the 1849-1850 construction of the Western and Atlantic Railroad tunnel through Chetogeta Mountain—the first tunnel in the Deep South. The extant tunnel is east of the town and is not on the tour route. Like many North Georgia towns and villages, Tunnel Hill would witness the clashing of Northern and Southern armies during the Civil War. On November 27, 1863, Confederate troops led by Patrick Cleburne covered Bragg's retreat from Chattanooga and repulsed an army led by Union General Joseph E. Hooker at Tunnel Hill. In 1920, the railroad built a new tunnel to replace the earlier one, which had become too small for rail cars. Since then, the antebellum tunnel has suffered from deterioration. However, efforts are underway to restore the old tunnel through Transportation Enhancement funds from the Federal Highway Administration. The tunnel is listed in the Georgia Register of Historic Places and will soon will be listed in the National Register pending approval by the National Park Service. In addition to the tunnel, the 1848 Western and Atlantic Railroad depot still stands in the community, but has several large additions attached to it (Miles 1989:30-31; *WPA Guide* 1940:301).

As it had prospered from its railway connection in the 19th century, Tunnel Hill would also benefit from the coming of the automobile age and the creation of the Dixie Highway Association and road improvements in the early 20th century. By 1940, three gas stations stood in or near the town (Georgia State Highway Board Map for Whitfield County 1940). Another early roadside business along U.S. 41 in the community was the Weaver Motel Cottages and Cafe. In addition to carrying the "Approved Member" logo of the American Motel Association, a ca. 1950 postcard of the motel described it as follows:

Ultra-modern marble & brick cottages - Steam & Electric Heat - Family Suites
- Private Bath in every room - Constant Hot Water - Famous for Delicious
Food - A Home Away from Home - Accommodations for 40 - Reservations
suggested in Season (author's postcard collection).

#13 PEACOCK ALLEY: Also called "Bedspread Alley" or "Bedspread Boulevard," the section of U.S. 41 between Chattanooga and Atlanta was nicknamed "Peacock Alley" for the brightly colored chenille bedspreads that once hung from clotheslines lining the highway (**Figure D-5**). The art of making chenille bedspreads had its roots in England where women fashioned embroidered coverlets using a candlewicking technique. By the early nineteenth century, southern women altered the method by "tufting" or fluffing out the ends of the threads they had used in darning damaged places in the embroidery.

Very popular in the South during the 1850s, the technique of making chenille bedspreads began to fade in the decades after the Civil War, but was revived in 1892 when a 15-year old Whitfield County, Georgia girl named Catherine Evans Whitener made a tufted bedspread from flour sacks. In 1900, she sold one of her bedspreads for \$2.50, and soon was making bedspreads for others. As the demand for her work increased, Whitener was producing so many chenille spreads that she taught others the craft, and the business began to flourish. Soon many women were making the colorful bedspreads in their homes and in any space that was available in downtown Dalton's commercial buildings.

By the 1920s, the cottage industry became a legitimate manufacturing concern with the formation of individual companies that paid tufters to make the chenille spreads. In the 1930s, organizations such as the Tufted Bedspread Manufacturer's Association and the Bedspread Manufacturer's Group were created to further the industry. On the eve of World War II, many North Georgia women worked in factories run by 90 firms, many of which were centered around Dalton (**Figure D-6**). With a combined payroll of nearly \$5 million, these factories employed a total of 7,000 workers, and produced not only tufted bedspreads, but also bath robes, slippers, draperies, and bath room rugs. Television personality Deborah Norville's father Zack Norville began Southern Chenille, which was located in Cartersville, Georgia.

Following the war, the development of new and wider tufting machines enabled the industry to manufacture larger rugs, and North Georgia's carpet industry was born. Today, Dalton is considered the Carpet Capital of the World, and its impact on the local economy is evidenced by the massive carpet factories and many carpet

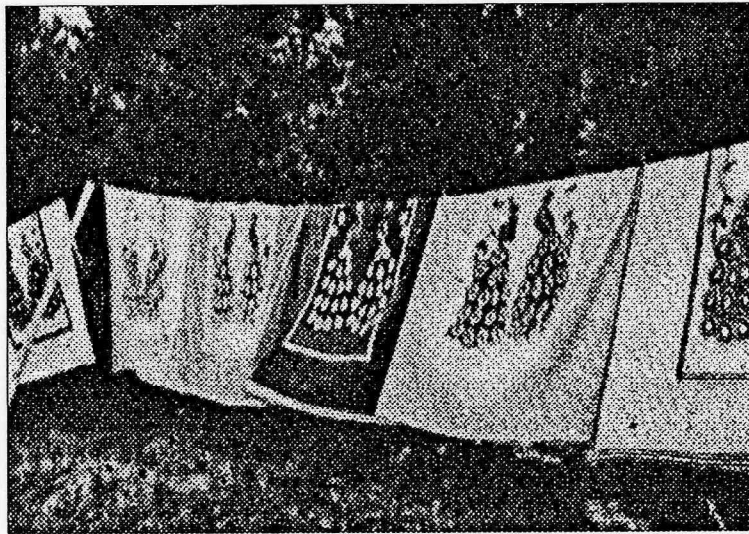


Figure D-5: 1940 photograph of chenille bespreads. Because so many of these colorful spreads hung from clothes line along the Eastern Division of the Dixie Highway between Chattanooga and Atlanta, the highway was once nicknamed "Peacock Alley" (From: *Today and Tomorrow Become Yesterday*, Dalton-Whitfield County Bicentennial Commission, 1976).

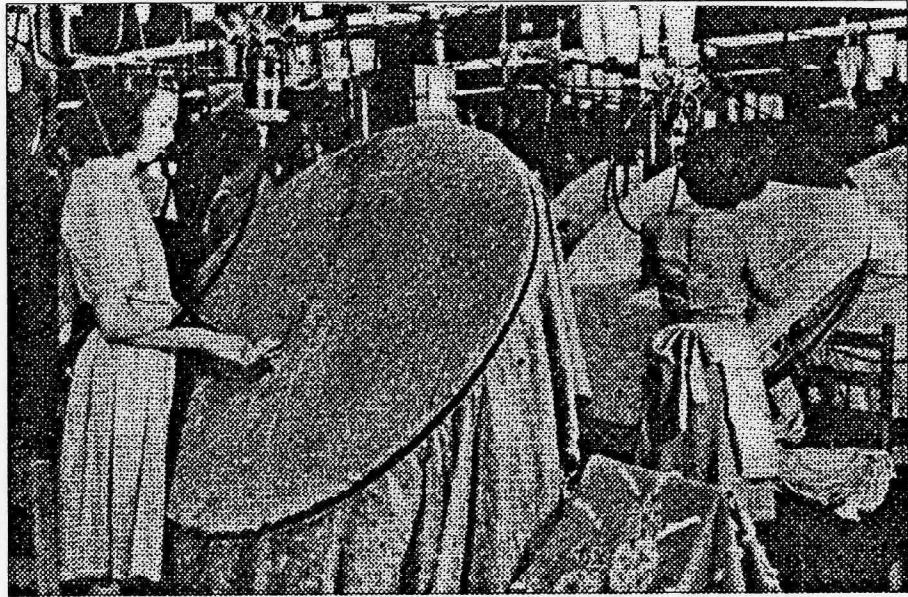


Figure D-6: This photograph was taken in 1946 and shows chenille factory worker Frances Massengill as she used a needle punch to do "electric embroidery" on a bedspread in a Dalton plant (From: *Today and Tomorrow Become Yesterday*, Dalton-Whitfield County Bicentennial Commission, 1976).

outlets lining the route of Interstate 75 in both Whitfield and Gordon Counties. Some of the roadside businesses that once sold Chenille products to automobile tourists driving along Peacock Alley were Morgan Manufacturing Wholesale Chenille north of Dalton (**see #14**) and Jay's Chenille south of Dalton (**see #18**). However, one of the largest chenille dealers was Beckler's (**Figure D-7**), which once had eight stores near Dalton, but closed these businesses in 1962 to devote its energies to the carpet sales that it continues today (Whitfield-Murray Historical Society ND:NP; Longino 1996:M-1, M-3; *WPA Guide* 1940:302-303; Cloues, Dalton Commercial Historic District National Register Nomination Form 1988; Dalton-Whitfield 1976:25-26).

#14 MORGAN MANUFACTURING WHOLESALE CHENILLE: Located on the west side of U.S. 41, this ca. 1950 building is an example of the businesses that lined Peacock Alley and sold chenille bedspreads and other tufted products to automobile tourists traveling on the Eastern Division of the Dixie Highway.

#15 ROCKY FACE RIDGE/MILL CREEK GAP INTERPRETIVE PAVILION: The second of the five National Park Service interpretive pavilions, this way station may be found on the west side of U.S. 41 south of Tunnel Hill near the village of Rocky Face. Perhaps because it is close to a Georgia State Patrol Post the pavilion is very well maintained. The relief map depicts the events of May 7-13, 1864 including the unsuccessful attacks led by Union General William T. Sherman against Confederate forces at Mill Creek Gap (which was a natural gateway through the mountain known as Rocky Face, and is sometimes referred to as Buzzard Roost, the name given to the gap by the workers building the Western and Atlantic Railroad), Crown Valley, and Dug Gap Mountain. The map also illustrates Union General James B. McPherson's flanking of the Rebel army, and Confederate General Joseph E. Johnston's withdrawal from Dalton (Miles 1989:31-32; *Crossroads of Conflict* 1994:6; Dalton-Whitfield 1976:38; Krakow 1994:151).

#16 DALTON: Originally called Cross Plains, Dalton was named for Captain Edward White's mother Mary Dalton. White was the grandson of Tristram Dalton, a U.S. Senator from Massachusetts. The town was founded in 1837 and incorporated ten years later after the Western and Atlantic Railroad was completed to Dalton. In 1851, the town became the Whitfield County seat, which was named for George Whitfield, the English evangelist who was active during the First Great Awakening of the 1750s. Following his defeat at the Battle of Chattanooga in November 1863, Confederate General Braxton Bragg retreated to Dalton and made his winter camp here. Later that month, General Joseph E. Johnston assumed command of the Army of Tennessee at the time of Bragg's resignation.

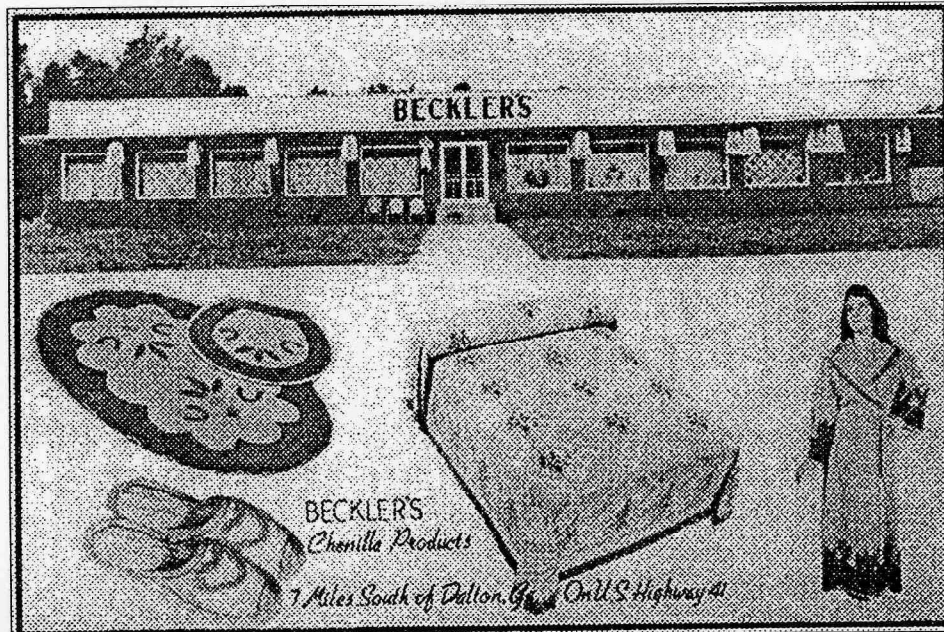


Figure D-7: This ca. 1945 advertisement identifies Beckler's chenille store as being "7 Miles South of Dalton, Ga. on U.S. Highway 41." Beckler's once had 8 stores around Dalton, but closed these businesses in 1962 to pursue the highly lucrative carpet trade, which the company continues today (From: Longino, "Chenille Spreads Were Warp, Woof of a Region" 20 October 1996).

Despite the town's later occupation by Union troops, several antebellum-era buildings survive even today, including the 1852 W & A Railroad Depot, which is individually listed on the National Register of Historic Places. Recovery followed after the devastating effects of the war, and in 1870 Dalton had a population of 1,800; ten years later this number had increased to 2,516. Gradually, the town began to industrialize, and in 1885, Dalton witnessed the opening of the Crown Cotton Mill, which is listed in the National Register of Historic Places. A devastating fire in 1911 ravaged two blocks of the downtown, but the affected business owners quickly rebuilt. Many of the commercial buildings along Hamilton Street, the heart of downtown Dalton, were built between the 1880s and 1940s, and symbolize the city's heyday. These buildings are listed in the National Register as the Dalton Commercial Historic District (Krakow 1994:59; *WPA Guide* 1940:302-303; Cloues, Dalton Commercial Historic District National Register Nomination Form, 1988; Whitfield County History Commission 1936:78, 161; Dalton-Whitfield 1976:24-25).

With the establishment of the Dixie Highway's Eastern Division, Dalton would be in a prime location for automobile tourism, and the city's leaders soon realized what improvements to the highway would mean for their community. During motorcades sponsored by the Dixie Highway Association, such as the one in 1929, Dalton business leaders promoted the city's advantages. By 1940, Whitfield County had 27 gas stations and 6 tourist camps; just in the Crown Mill Village outside of the city stood 6 gas stations and 2 tourist camps. Another example of a roadside business in Dalton was Rosa Freeman's Park Tourist Home, which stood on U.S. 41 at 10 South Thornton Avenue opposite to the Confederate Park. A ca. 1940 postcard of the lodging business showed that it had earned the Federal Hi-Way Homes seal of approval and advertised it as follows:

PARK TOURIST HOME - A MODERN SOUTHERN HOME - HEATED IN WINTER--COOLED IN SUMMER - BREAKFAST IF DESIRED - GARAGES--PARKING SPACE (author's postcard collection).

Near the intersection of Hamilton and Crawford Streets in Downtown Dalton are the following points of interest:

- the Joseph E. Johnston Monument, which is situated in a traffic island at the intersection of Crawford and Hamilton Streets. The local chapter of the United Daughters of the Confederacy raised \$6,000 to erect this monument in 1912 to Johnston, who led the Army of Tennessee during the first two months of Union General William T. Sherman's Atlanta Campaign. An impressive monument, a bronze statue of Johnston stands fifteen feet high

atop a Georgia granite base, which is carved in a semi-circular form. The inscription on the base of the monument reads as follows:

JOSEPH E. JOHNSTON
1807-1891
BRIGADIER GENERAL, U.S.A.
GENERAL, C.S.A.

Given command of the confederate forces at Dalton in 1863, he directed the 79 days' campaign to Atlanta, one of the most memorable in the annals of war.
Erected by the Bryan M. Thomas Chapter United Daughters of the Confederacy, Dalton, Ga., 1912.

Unlike other Virginia Generals who served in the Confederate Army, this is the only outdoor statue ever created in Johnston's memory, and is an example of the type of monuments that early automobile tourists would have found on car trips through the South (Mills, 1989:34; Whitfield County History Commission 1936:68-69);

- the Wink Theater. Constructed in 1938, this Art Deco-style building is located in a block on Crawford Street just west of Hamilton Street in downtown Dalton (**Figure D-8**). A small building, the Wink is typical of theaters found in many small southern towns. The theater's facade and marquee are especially intact, and represent one of Dalton's best expressions of 1930s modernism. Though it is presently vacant, local citizens hope to rehabilitate the building and use it for community functions; and
- the Dalton City Hall. Located near the intersection of Hamilton and Crawford Streets is the Colonial Revival-style Dalton City Hall. This building was originally constructed in 1909-1910 to serve as the city's U.S. Post Office (Whitfield County History Commission 1936:76-77; Dalton-Whitfield 1976:26).

#17 THORTON AVENUE/U.S. 41 STRIP: Located just south of downtown Dalton along Thornton Avenue/U.S. 41 is a strip with many new fast-food restaurants, convenience stores, and drive-thru banks, but also a few examples of 1950s and 1960s roadside architecture including the Davis Court and the Peach State Motel, as well as two businesses that continue to use "Dixie" in their names: the Dixie Car Wash and Dixie Auto Sales.



Figure D-8: Built in 1938, the Wink Theater is located in downtown Dalton, Georgia near corridor of the Dixie Highway's Eastern Division/U.S. 41 (photograph by author).

#18 JAY'S CHENILLE: Along with Morgan Manufacturing Wholesale Chenille (**see #14**), this is one of the few buildings left in the Dalton area that once sold tufted merchandise along "Peacock Alley" (**see #13**). Located on the west side of U.S. 41 and constructed ca. 1950, this business is a simple cinder block building with a painted sign advertising: "Socks, Robes, Rugs, Spreads, and Pillow" with the emergence of the carpet industry in the post-World War II era, the chenille industry was eventually overshadowed and has largely been forgotten.

#19 RESACA INTERPRETIVE PAVILION: The third of the National Park Service's five waysides commemorating the Atlanta Campaign, this wayside is located on the east side of U.S. 41 just north of Resaca. Similar to the other four pavilions, this station features a low stone wall and a relief map. The map at this pavilion depicts the Battle of Resaca fought May 14-15, 1864, and the Federal flanking movement at Lay's Ferry. By taking the road just to the left of the pavilion, County Road 297, four-tenths of a mile east of U.S. 41 will bring you to the Confederate Cemetery. While it is not on the tour, this cemetery is well-visited and has stone gate at its entrance. Established when a Resaca woman, Mary J. Green, organized other women to gather and bury the 400 bodies of Confederate soldiers killed in the Battle of Resaca (Miles 1989:47-48).

#20 RESACA: Resaca was originally called Dublin by Irish railroad workers, but was later renamed for the Mexican War battle fought at Resaca de la Palma. This town began as a stop on the Western & Atlantic Railroad and was the location of a battle fought here in May 1864. One of 28 significant engagements that occurred in Georgia during the Civil War, the Battle of Resaca was the first of 9 major battles fought during the Atlanta Campaign. Though Union casualties were higher than those of the Confederates, the battle resulted in a victory for the North when Confederate General Joseph E. Johnston withdrew his forces. Efforts are underway to preserve the Resaca battlefield, one of the few intact landscapes from the Atlanta Campaign (*WPA Guide* 1940:303; *Resaca Plan* 1994:1, 3, 8).

#21 CALHOUN MEMORIAL ARCH: The Calhoun Memorial Arch stands in a small park on the east side of U.S. 41 just over 2 miles north of downtown. Built of rough cut stone in 1927 by W. L. Hillhouse, who also did the stone masonry for the gate of the Confederate Cemetery at Resaca, the central feature of this monument is the 20-foot arch. Interestingly, the monument also contains 8-foot metal statues of a Confederate soldier, a World War I doughboy, and the famous Cherokee Sequoyah, who invented the Cherokee alphabet. Each of the sculptures were placed on 8-foot high bases. All of the statues were manufactured by the J. L. Mott Ironworks of New York (*WPA Guide* 1940:303).

#22 DIXIE GAS STATION: Part of the chain of Dixie Gas Stations, this resource is located on the west side of U.S. 41 about 2 miles north of downtown Calhoun. Built ca. 1965, this filling station features a brick building with the name "Dixie" in its central gable. Along the highway is the shield-shaped sign used by the oil company that has the red and white stripes and blue stars of the company logo.

#23 DIXIE AUTO PARTS: This roadside commercial building is another example of a business with the "Dixie" name, and is located on the west side of U.S. 41 immediately north of downtown Calhoun.

#24 LOU'S BURGER HUT: Another local hamburger stand that has managed to survive the onslaught of the large fast-food chains, Lou's Burger Hut is located on the east side of U.S. 41 just north of downtown.

#25 CALHOUN: Originally called Oothcalooga and named for the site of a Cherokee Indian village in Bartow County, Calhoun was later renamed in honor of South Carolinian John C. Calhoun. Incorporated in 1852, the town is the county seat of Gordon County. During the Civil War, the town stood directly in the path of Union General William T. Sherman, and was largely destroyed. However, the 1852-1853 Western and Atlantic Railroad Depot still stands alongside the tracks on a block between Court and Oothcalooga Streets, and is listed in the National Register of Historic Places-listed. Like Dalton, Calhoun had a cotton mill as well as several factories that made chenille bedspreads, and since World War II its collection of carpet mills has become a prosperous part of the industry (Krakow 1994:32, 172; *WPA Guide* 1940:304).

U.S. 41 enters downtown Calhoun on Wall Street. Located along the highway in downtown are the following points of interest:

- a ca. 1930 Pure Oil Gas Station. This filling station stands on the west side of Wall Street/U.S. 41 near its intersection with Trammell Street. With its original blue porcelain enamel tile roof, it is a well-preserved example of the picturesque English cottage design that self-taught architect Carl Petersen designed for the Pure Oil Company in 1927 (Sculle 1979:11-13). At one time hundreds of these cottages stood in towns throughout the Midwest and Southeast, but their numbers have sharply declined over the years;
- the Gordon County Courthouse. Built in 1959, this courthouse stands on the east side of Wall Street/U.S. 41 and replaced the 1888 building, which was built to replace the earlier 1852 courthouse that survived the Civil War;

- a ca. 1960 Shell Station. This building is located on the west side of Wall Street/U.S. 41 and follows the company's specifications for the design of its prefabricated S20B service station. Such buildings could be purchased for a maximum of \$22,000. To attract customers, the company's designers included a dramatic central pylon in the design of the service station where the Shell logo was displayed (Jakle and Sculle 1994:148-149); and
- a Sonic Drive-in Restaurant. Although it is part of a large chain, Sonic Restaurants are often the only drive-in eatery in many southern communities. Located on the east side of U.S. 41, this business and its sign feature the company's funky retro design.

#26 BYPASSED DIXIE HIGHWAY SEGMENT AND T-BEAM BRIDGE: Located on the east side of U.S. 41 six miles south of Calhoun is this bypassed section of the Dixie Highway and t-beam bridge (**Figure D-9**). A rare example of a two-span T-beam bridge with fence-type railings, this structure was constructed ca. 1924 by the Georgia State Highway Department, and represents the first generation of bridges built on the Dixie Highway. The structure is also one of fewer than 60 known T-beam bridges in Georgia. As such, the structure has been determined to be individually eligible for the National Register of Historic Places. In 1948, the State Highway Department built the current alignment of U.S. 41 and bypassed this segment of road it serves. Largely intact, the bridge rail at the west end suffers from collision damage (State Bridge Survey 1997:NP).

#27 BYPASSED SEGMENT OF DIXIE HIGHWAY AND T-BEAM BRIDGES: Paralleling the west side of the current alignment of U.S. 41 north of Adairsville is this section of bypassed roadway and two T-beam bridge structures. Both bridges were constructed ca. 1922 and have paneled concrete parapet railings. The first bridge is 1.8 miles north of the town while the second structure is located 1.2 miles north of Adairsville. Like the T-beam bridge south of Calhoun (**see #28**), these bridges and the alignment they served were bypassed in the late 1940s. Both bridges have been determined individually eligible for the National Register of Historic Places (State Bridge Survey 1997:NP).

#28 BYPASSED SEGMENT OF DIXIE HIGHWAY AND ADAIRSVILLE: This section of roadway running west of and parallel to U.S. 41 was the original route of the Dixie Highway's Eastern Branch. In Adairsville, the road becomes Main Street. Located roughly halfway between Chattanooga and Atlanta, the town of Adairsville was founded in 1837 when it became the northern terminus of the Western and Atlantic Railroad. It was here in April 1862 that Confederate soldiers hopped on



Figure D-9: Located south of Calhoun, Georgia on a bypassed alignment of the Dixie Highway's Eastern Division near U.S. 41 is this ca. 1924 T-Beam Bridge. Because it is one of fewer than 60 known T-bridges, the structure has been determined to be individually eligible for the National Register of Historic Places (photograph by author).

board the locomotive *The Texas* and ran the train in reverse to begin their pursuit of Andrew's Raiders, who stole the locomotive *The General* at the village of Big Shanty. A gun and powder factory once stood near in Adairsville, but was destroyed along with much of the town during the Civil War. East of the route of the Dixie Highway stands the W & A Railroad Depot. Adairsville is one of two Bartow County towns that have been bypassed by the present alignment of U.S. 41 (*WPA Guide* 1940:305).

#29 BYPASSED SEGMENT OF DIXIE HIGHWAY AND T-BEAM BRIDGES:

Paralleling the west side of the current alignment of U.S. 41 south of Adairsville is this section of bypassed roadway and two more T-beam bridge structures. Both bridges were constructed ca. 1922. The first bridge is located just south of the town and has a balustraded railings, while the second structure is located 2.6 miles southeast of Adairsville and has paneled concrete parapet railings. Like the T-beam bridge south of Calhoun (**see #29**) and the two T-beam bridges north of Adairsville (**see #30**), these bridges and the alignment they are along were bypassed in the late 1940s. Both bridges been determined individually eligible for the National Register of Historic Places (State Bridge Survey 1997:NP).

#30 BYPASSED SEGMENT OF DIXIE HIGHWAY AND CASSVILLE: Paralleling the west side of the current route of U.S. 41 is this bypassed alignment of the Dixie Highway, which lies just north of Cassville; this segment of road continues into and after passes through the village, the bypassed road intersects with the present path of U.S. 41 south of the town, which mainly consists of a few churches, several homes, a store, and a post office. Seeing the tiny village today, few may imagine that it was once much larger. Originally the county seat of Cass County (present-day Bartow County), Cassville was a substantial antebellum community with several stores surrounding the courthouse, four churches, four hotels, and two colleges.

By the time of the Civil War, 2,000 people lived in the town, and it became the location of eight Confederate hospitals. The war forever changed the fortunes of Cassville. The town survived a battle fought there on May 18th, 1864 between Confederates led by Joseph E. Johnston and Union troops under the command of John M. Schofield. But in November 1864 Cassville was virtually destroyed when Federal troops occupied the town and burnt all but a handful of buildings to the ground in retaliation of guerilla attacks on Union forces (Miles 1989:63-64; *Crossroads of Conflict* 1994:4).

#31 CASSVILLE WPA MONUMENT: Erected by the Works Progress Administration (WPA) in 1936 as a memorial to the devastated town, this stone

monument is located on the east side of a bypassed section of the Dixie Highway in Cassville on a spot where the Cass County courthouse once stood (Miles 1989:64; *WPA Guide* 1940:305-306).

#32 CASSVILLE INTERPRETIVE PAVILION: The Cassville Pavilion stands south of the town on the west side of a bypassed segment of the Dixie Highway just before the road's intersection with a four-lane section of present-day U.S. 41. The fourth and largest of the five National Park Service Pavilions, this wayside is also in the worst condition. A portion of the wall surrounding it has crumbled, and the relief map describing the positions of Union and Confederate forces around Cassville on May 19, 1864 was stolen; a replacement map twice was recently installed, but it is twice the size of the original. The fifth and final pavilion, which is located at New Hope Church near the battlefield at Pickett's Mill State Historic Site in Paulding County, is not on the route of the tour (Miles 1989:63, 87; *Georgia Battlefields* September 1998).

#33 CASS MOTEL: The Cass Motel is located on the west side of the Dixie Highway (present-day State Route 293 Connector) south of Cassville and the four-lane section of U.S. 41 that bypassed the route of the Dixie. This motel likely began as a group of tourist cottages. As with many such businesses lining bypassed highways, this resource has been neglected and its future uncertain.

#34 GOODYEAR TIRE FACTORY/ATCO MILL VILLAGE: Founded by E. L. McClain in 1903-04, is the mill village of the American Textile Company, which stands on the west side of the Dixie Highway (what is now State Route 293). Though it is in the city limits of Cartersville, the community is still known as Atco. One of the products made here was strong cotton sheeting known as "duck cloth," which was used to cover horse collars and the canvas tops on Model T Fords. Considered a model mill village, ATCO was unique in that its mill worker housing was constructed in a manner to avoid the "sameness and cheerless barracks-like" arraignment of housing found in other mill villages.

Other features of the village included vine-covered office buildings, tree-lined streets, and a pasture for the residents to tend their cows. The mill village public buildings included a library, church, school, barber shop, and store. Perhaps because Georgia was a major producer of long staple or "Sea Island" cotton, a major component of early automobile tires, Goodyear Tire and Rubber Company of Akron, Ohio bought the mill village in 1929. While it kept the village's name of Atco, the new owners of the factory renamed many of the streets in honor of the company (Goodyear Avenue, Allweather, etc.).

By 1940, the tire factory employed 950 workers. One of the best features of the factory building is its neon sign advertising Goodyear Tire on the factory building's roof. As trucks became an important way of moving freight over long distances, this factory would have benefitted from its proximity to the Dixie Highway (Bartow County Historic Resources Survey Report 1990:40; *WPA Guide* 1940:306).

#35 PURE OIL GAS STATION: This ca. 1930 gas station stands on the west side of State Route 293 north of downtown Cartersville, and is another example of Carl Petersen's Pure Oil English cottage (**Figure D-10**). One of the few such stations still standing in Georgia, this one amazingly functions as a Pure Oil franchise.

#36 CARTERSVILLE: This city was settled in the early 1850s following the completion of the Western and Atlantic Railroad, and achieved great importance from the antebellum cold blast furnace and rolling mill that Mark Anthony Cooper built for the Etowah Iron Works. As in many North Georgia towns, Cartersville experienced the devastating effects of the Civil War. Following the war, the town eclipsed Cassville when it became the seat of government for Bartow County, which was originally named Cass County for Lewis Cass of Michigan. During the 1880s Cartersville experienced an economic boom, and became a regional manufacturing and trade center when several industries located in the community causing its population to swell (Miles 1989:81; *WPA Guide* 1940:306; Sharp, North Wall Street Historic District Nomination 1998).

Because it began as a railroad town, Cartersville's public square is oriented around the railroad and its depot, rather than the present National Register-listed 1902 Bartow County Courthouse, which was designed by the architects Kenneth McDonald and J. W. Golucke, and stands at the corner of Cherokee and South Irwin Streets on a hill above the public square. The 1869 courthouse building, which has Italianate stylistic elements, is sited along the railroad corridor. Many of the commercial buildings in downtown Cartersville date from the period 1890 to 1935, and several of these located along the east side of the public square have been placed on the National Register of Historic Places as the North Wall Street Historic District (Sharp, North Wall Street Historic District Nomination 1998).

Located in downtown Cartersville are the following points of interest:

- a ca. 1945 Gulf Oil Gas Station. With its porcelain enamel exterior and service bays, this building is located on the north side of West Main Street and represents the heyday of the full service station;



Figure D-10: Located north of downtown Cartersville is this ca. 1930 Pure Oil Gas Station, which still functions as a Pure Oil franchise (photograph by author).

- an outdoor Coca-Cola advertisement. Painted on the side of Young Brother's Pharmacy in downtown Cartersville, this sign is an early example of an outdoor Coca-Cola advertisement. The building is located on the south side of Main Street just before the street crosses the Western and Atlantic Railroad tracks. The sign was originally painted by James Couden in 1894, on the side of the building (which was then the location of Young and Mays Drug Store) partly because of its proximity to passenger trains arriving on the railroad next door. Because it believed it to be the first Coca-Cola sign painted on the outside of a building, the Coca-Cola company provided financial assistance to local residents in their efforts to restore the sign in 1989. To reach the original sign, workers had to remove the 25 layers of paint covering it (Poole, 3 June 1989; *Coca-Cola Bottler* 1950:49; Sharp, North Wall Street Historic District Nomination 1998).

Of course, Coca-Cola was invented in Georgia. A Columbus pharmacist and Confederate veteran named Dr. John Stythe Pemberton developed the formula for the soft drink's syrup while living in Atlanta in 1886 using three-legged kettle in his backyard. Initially he distributed his product by carrying it in a jug to the soda fountain in the nearby Joe Jacobs Pharmacy. Here the syrup was sold for five cents a glass; at some undetermined point carbonated water was added to the syrup. During the first year, nine drinks a day were sold on average, and Pemberton annually sold 25 gallons of syrup, which was shipped in bright red wooden kegs.

Just before his death in 1888, he sold his ownership to the rights of the beverage for a total of \$1,750. The new owner, Asa Griggs Candler, turned the soft drink company into a major enterprise, making it available in every state and territory in the U.S. by the time he retired in 1916, and by 1919 his family had sold the enterprise to a group of investors led by Atlanta banker Ernest Woodruff for \$25 million. Four years later, Ernest's son Robert became Coca-Cola's president and set it on the course that it continues to the present day (Smallwood 1987:4-6; Coca-Cola Company 1994:NP).

As is true today, Coca-Cola in its early years relied heavily upon advertising to generate a demand for its products. By the turn of the century, a significant fraction of its advertisements were outdoor signs such as the one on the Young Brother's Pharmacy in Cartersville.

According to a ca. 1920 pamphlet entitled *Coca-Cola Outdoor Paint* that the company published on producing outdoor advertising, very strict proportions

were to be employed in terms of what size the Coca-Cola trademark and slogan would be in relation to the rest of the painted sign. For example, the company directed that:

In order to determine width of border, where height of space is the limiting factor, the height in inches of trade mark, multiplied by .14 will give the width of border including yellow inset. The distance from the trade mark to the words "delicious and refreshing" is determined by multiplying height in inches of trade mark by .09. The distance from "delicious and refreshing" to the border (top of yellow inset) is determined by multiplying height in inches of trade mark by .105. The distance from the top of the trade mark to top border (bottom of yellow inset) is determined by multiplying height in inches of trade mark by .1275.

The pamphlet further stated that the slogan:

"Refresh Yourself," *if space permits*, should be centered between top of trade mark and upper border. "Delicious and refreshing" should be centered between bottom of trade mark and lower border. At all times the height of the words "delicious and refreshing" is determined by multiplying the height in inches of trade mark by .14.

Coca-Cola even had its own "branded" paint colors, but in small towns where these colors were not available, it required that five paint colors (Coca-Cola Red, Privilege Green, Coca-Cola Border Green, Coca-Cola Yellow, and Black in oil) manufactured by Sherwin Williams be used "without exception for all painting" along with "Pure White Lead in boiled Linseed Oil."

In a list of pointers, the company gave the following tips:

1. Don't select a location that will be obscured by TREES OR BRANCHES while they are in leaf.
2. Don't select alley spaces, sheds, barns, fences, or locations that will soon be in a DILAPIDATED CONDITION.
3. Don't select SMALL WALLS. Many of the stock Coca-Cola signs will be large enough for a good many spaces. The largest stock sign you can secure measures 4 X 10 feet and