Georgia DEPARTMENT OF COMMERCE

NEWSLETTER

Ancient Etowah Mounds
World Tourist Mecca

NOVEMBER 1958
LAKE ALLATOONA VISITORS AT RECORD TWO MILLION

The number of visitors to Allatoona Dam and Reservoir area is expected to reach a record total of two million this year.

Attendance in 1957 was 1,537,000. Reservoir Manager O. H. Monroe said a check of automobile tags shows that more than half of the visitors come from the Atlanta metropolitan area, while the remainder represent practically every state in the union and many foreign countries.

The 12,000-acre lake created by the dam, lying in Bartow, Cherokee and Cobb Counties, is easily accessible via excellent paved roads. It is a mecca for sportsmen and sightseers alike.

KRESS CHOoses AUGUSTA SITE

S. H. Kress & Co. is erecting a 73,000 square-foot warehouse at Augusta which will serve as its distribution center for the entire Southeast.

Located six miles south of the city limits, the one-story brick building will cost $300,000 to $400,000.

Kress officials said initial employment at the facility will be 70 people.

SHRIMP GROUP FORMED

Thirty principals in the shrimpning industry which employs more than 1,000 persons and 50 boats, have formed the Chatham County Seafood Producers Assn., at Savannah.

PULPWOOD PUTS $77 MILLION IN GEORGIA'S TILL

Pulpwood produced in Georgia in 1957 was valued at $77,180,000, says the Southern Pulpwood Conservation Assn.

Georgia again led the South, with Alabama running second with $46 million.

Nearly all of Georgia's 159 counties shared in pulpwood income, with Pierce, Wayne, Camden and Clinch Counties leading.

BROILER PLANT OPENS

Swift & Co.'s new broiler processing plant at Douglas, a half-million dollar installation, has gone into production.

N. S. SAVANNAH—Here's how the world's first nuclear-powered civilian ship will look when it joins the U. S. Merchant Marine fleet in 1960. Bearing the name of the first vessel to cross the Atlantic under steam 139 years ago, the new Savannah will be 587 feet long, displace 21,800 tons, and have a service speed of about 20 knots. Under construction now at Camden, N.J., she will be launched next year and is scheduled to go into service in 1960. This sketch is by Reliance Electric & Engineering Co., Cleveland, Ohio, which is supplying electric motor drives for pumps, winches and other auxiliaries throughout the ship. Reliance has a sales branch in Atlanta.
MICHIGAN PAPER MANUFACTURER PUTTING BIG PLANT AT GRIFFIN

KVP Co., Kalamazoo, Mich., a leading manufacturer of paper and paper products, will begin construction of a converting plant and warehouse at Griffin before the end of the year.

Initial unit of the installation, containing 30,000 square feet, will cost $300,000.

Dwight L. Stocker, KVP president, said the plant will start with 20 to 50 employees.

It will engage in converting operations—the printing, waxing, rewinding and sheeting of paper. No pulp making or paper machine activity is planned.

The plant is scheduled to be in operation early in 1959.

Besides two paper mills at Kalamazoo, its home city, KVP has six other plants located in the United States and Canada.

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THE FIRM has nearly 4,000 employees, 2,300 of whom are at work in its plants in the United States. Sales figures for the company have risen from $75,000 in 1910 to over $54 million in 1957.

KVP is one of the country’s leading producers of food protection papers and printed waxed wrappers. The products serve many major industries.

The new plant will be erected on 15 acres in the new industrial area owned by the City of Griffin, just southeast of the city limits.

BLUE BELL ERECTS $300,000 ADDITION

Blue Bell, Inc., Commerce, is erecting a 60,000 square-foot building at its plant which will be used for offices and cutting and shipping space. Manager T. F. Harden estimated cost of the addition at $300,000.

BIGGEST SHOP CENTER

Broadview Plaza, Georgia’s largest shopping center, has been formally opened in Atlanta. The center, costing $24 million, includes 50 stores, shops and offices constructed on four business levels, and provides free parking for 5,000 cars.

SAVANNAH PORT LEADS SOUTHEAST IN FOREIGN TRADE, ENGINEERS SAY

The Port of Savannah again led the South Atlantic region in foreign cargo tonnage in 1957, say the U. S. Engineers in a report just released.

Imports and exports moving through the port during the year totaled 4,210,429 tons compared to 4,157,020 tons in 1957, or a gain of 1.5 per cent.

The 1957 tonnage was near the record set in 1955, when 4,220,000 tons were handled.

Increases were noted in 1957 in shipments of flour, latex, naval stores, cotton, synthetic fibers, lumber, railroad ties, fuel oil, gypsum rock, clays, and scrap iron. Decreases from the previous year’s level were seen in fertilizers, industrial chemicals, machinery, paper, gasoline and sugar.

LINGERIE PLANT GETS NEW HOME

Delene Lingerie, Inc., Cartersville, now operating in two locations, will consolidate all of its facilities under one roof Jan. 1.

President Irving Delancy announced the firm has acquired a long-term lease on the plant formerly operated by Bartow Textile Corp.

Delene has been in operation two years and now has 140 employees. Mr. DeLancy said this number will be increased in the new location.

NEW BERRY DORM

Ground has been broken at Berry College, Mount Berry, for a new dormitory to house 132 students. Cost of the structure will be $400,000, half of which was donated by the Charles A. Dana Foundation.
ETOWAH MUSEUM TO DRAW TOURISTS FROM THE WORLD

(SEE COVER PHOTO)

Etowah Mounds Museum, described by Governor Marvin Griffin as a depository of "some of the most priceless archeological artifacts ever unearthed in America," is open near Cartersville.

The Governor, dedicating the $135,000 structure, declared that it will draw tourists, students and professional observers from all parts of the world.

The museum adjoins the famous mounds about one mile west of Cartersville, in a sweeping curve of the Etowah River. The mounds, believed to be 1,000 years old, are regarded as the finest Indian ceremonial and mortuary sites in the United States.

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AMONG HUNDREDS of artifacts recovered from one of the mounds being excavated by Lewis H. Lawson, Jr., resident archaeologist of the Georgia Historical Commission, are two idols carved from solid marble. These figures, the only ones of their kind ever found in this country, are among the displays in the museum. Other exhibits include pearls, copper axes and embossed copper shields, flint swords and ceremonial and mortuary items of metal, tile, wood and stone.

"With the development of our historical sites, Georgia is moving forward," Governor Griffin told a crowd of 4,000 gathered for the exercises. "Not to develop them would be like taking seed corn to the mill and having it ground into meal, leaving nothing for the future."

He pointed out that the historical commission has already opened Jarrett Manor, pre-Revolutionary tavern near Toccoa, the Dr. Crawford W. Long Museum at Jefferson, and the Chief Vann mansion near Chatsworth. Other projects under way include the restoration of New Echota, the old Cherokee capital near Calhoun; a colonial museum at Midway, in Liberty County; restorations of Eagle Tavern, Watkinsville, the White House at Augusta, and Fort McAllister, near Savannah, and a Confederate museum at Washington.

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PRESIDING at the ceremony, Joseph B. Cumming, of Augusta, chairman of the historical commission, called the museum a "cultural monument."

State Commerce Secretary Scott Candler emphasized the tourist value of Etowah and the other historical projects.

The Etowah site was occupied and the mounds built between 900 and 1550 D.C., archaeologists say. Creek Indians from a wide area of north Georgia and east Tennessee gathered for rituals in temples which stood on the summits of the mounds. This ceremonialism was centered around the growing of corn, and involved an elaborate ritual consisting of a priesthood, symbolism and much exotic paraphernalia.

Originally there were seven mounds in the group, but four were leveled by continuous cultivation. Of the trio remaining, two are known to be burial mounds and the third, which is much larger in size, is believed to have been the principal ceremonial site.

Dr. Warren K. Moorehead, nationally known archaeologist, explored one of the smaller mounds in 1925-27, opening up 100 graves, and recovered 12,000 artifacts. He declared the mound exhausted, but Mr. Larson, five years ago, began digging in the same spot. Already he has located scores of graves and unearthed thousands of items, including the priceless idols.

The largest of the Etowah mounds still standing has a circumference at the base of more than one-fourth of a mile, is 70 feet tall, and has a flat top nearly as large as a baseball field.

A legend in Northwest Georgia is that this mound is resting place of the Israelites' lost Ark of the Covenant.

INDIAN DANCE—Cartersville's Jim Scott, who is a featured performer in the Cherokee drama, "Unto These Hills," performs his dance at the dedication of the new museum at Etowah Mounds, pre-historic Creek area in Bartow.—Cartersville Tribune photo.