



Researching a Business Address History

Timeline for 132 North Patterson Street the current Steel Magnolia Restaurant address.

Note: The same site previously had other street numbers: 523 N. Patterson, 133 N. Patterson and 234 N. Patterson.

1878: Varnedoes opened (not at this address)

1885: Sanborn Fire Insurance map shows Dry Goods and Clothing with the address as 523(later 132) N. Patterson Street

1889: Sanborn Fire Insurance map shows Dry Goods and Clothing with address now 133(later 132) N. Patterson

1890: C.C. Varnedoe history shows that they moved into 132 N., which they owned, and purchased 134 N., then a one story building from Wylie and Thomason. 134 N. would later become the long term Varnedoes site.

1895: Sanborn map shows clothing at 234 (132) N. Patterson. 236(134) N. Patterson shows Milly (millinery) and Notions.

1900: Sanborn map – addresses change to the current system, this site becomes 132 N. Patterson.

1904: City Directory, Volume I, C. C. Varnedoe located at 132 N. and 134 N. Patterson Street.

1912: Sanborn Map shows 132 N. remaining a one story building, but 134 N. and 136 N. now 2 story buildings.

1913-14: City Directory shows C. C. Varnedoe at 132 N. and 134 N. Patterson

Photo notes: A 1953 article on the history of C.C. Varnedoes for their 75th anniversary tells that in 1890 the company decided to invest funds in a building already owned by them (132 North Patterson) and to purchase the then one story building (134 N. Patterson) that was in 1953 the current site of C. C. Varnedoe and Company. It was purchased from Wylie and Thomson. Varnedoes would add a second and then later a third story to 134 North Patterson.



We are fortunate to have any early photographs of these buildings. The two here show evidence of the transition of business locations. The upper photo is from the Newbern Family Collection, a 2011 museum acquisition. Taken during a 1924 Armistice Day parade, it shows 134 N. Patterson as a two story building, Varnedoes still occupying 132 and 134 N. Patterson. The photo below is from ca.1935 and shows 134 N. Patterson with the third story added. Near that time Mrs. C. Whittington relocated her business to the 132 N. Patterson building.



1922: Sanborn map shows 132 N. Patterson now 2 story

1930: Sanborn map shows 134 N. Patterson Street now 3 story, 132 N. remaining a two-story building

1930-31: City Directory shows C. C. Varnedoe in 132 N. and 134 N. Patterson

1933 Telephone Book lists Whittington's at 110 N. Patterson

1936 Telephone Book lists Whittington's at 132N. Patterson

1937: City Directory shows Whittington's ladies fashions at 132 N. Patterson, Varnedoe's now at 134 N. only.

1961: City Directory shows Whittington's at 132 N. Patterson Street

1962: City Directory shows Neel's women's clothing at 132 N. Patterson

1993: The last year that Neel's is shown in a Valdosta City Directory

1994: City Directory 132 N. Patterson is vacant

1999: City Directory shows Lulu's Restaurant at 132 N. Patterson

2006: Luna Ristorante

2009: Vito's Pizzeria

2010: Rhythm and Blues Café



Above: 1960 scaffolding collapse reported in the Valdosta Times shows Whittington's and C. C. Varnedoe & Company

When Varnedoes added the third story to 134 North in the 1930s they no longer occupied 132 North Patterson. It became the new location of Whittington's, a "high-fashion" ladies clothing shop. One person asked about Whittington's said that they sold Hattie Carnegie women's suits and that aside from the sales staff was an attendant staff that assisted in the changing rooms. A brand ad is shown below taken from "Wearing Hattie Carnegie—1951."

The only photo in the museum archives showing Whittington's storefront is from 1960 when the *Valdosta Daily Times* took photographs of the scaffolding collapse during C.C. Varnedoe and Company's exterior remodel.

(Mrs.) Madeline Watson Daudridge came to Valdosta and opened her business soon after her marriage to Valdosta dentist Clarence Whittington in 1915. The business was earlier located at 111 N. Patterson Street, then 110 N. Patterson Street. From telephone books she moved into 132 N. Patterson about 1935, currently Steel Magnolia's Restaurant.

After Mrs. C. Whittington the business was owned by Di Ingram. Whittington's last appears in a City Directory in 1961. Neel's is listed in 1962, Neel's of Thomasville opened the shop as a Valdosta branch.





Timeline

132 N. Patterson Street

2011-present: Steel Magnolias Restaurant

Above: Kiera Moritz is shown at the Crescent with the timeline exhibit on the location her business, Steel Magnolias Restaurant. The Garden Center, Coleman-Talley Law, LLC; Steel Magnolias and the Lowndes County Historical Society joined for a Business After Hours function that had many exhibits centering on 1912 Valdosta, the year the Chamber of Commerce was chartered.



In researching 132 N. Patterson Street we found interesting photographs of nearby buildings. This is an example. Note the boys watching the Forest Festival Parade from the rooftops.

Special Textiles displayed at Crescent



c. 1865; courtesy Musee de La Mode et du Costume, Paris
www.meg-andrews.com. **Right:** Museum Shawl and textiles on display at the Crescent.

Amy Brown pulled special textiles from the museum archives to show at the Crescent. In 1981 LCHS officer Arlia Tomlinson made an appeal that historic Valdosta textiles be donated to the museum. Note Amy's research on this type shawl below. She also found that museums featuring textiles are proud to have only a piece this type shawl. LCHS has a beautiful full shawl of this type. **Left:** The only full photo we could find is this example from a Paris museum. This shawl can be viewed at the museum through February.

"The enormous woven shawl measures over 10 feet long and 5 feet wide. Paisley is an old design due to its ability to adapt to changing styles; however during the reign of the crinoline skirts (1840-1870), huge paisley shawls became very popular to wear folded at the corner and over the back of the long flowing dresses. During this high paisley period, the new jacquard loom was utilized which made it possible to increase the size and intricacy of the design.

Queen Victoria purchased several paisley shawls in 1842 preferring the long shawls over the square style which added to its popularity. However, by 1870, a large bustle and short jacket or smaller shawl emphasized the ornately decorated bustle and the largest paisley shawls gave way to a smaller rectangular form.

It is also interesting to note that the specific jacquard looms on which the large paisley shawls were woven, no longer exist. They were either adapted for other jacquard uses or were destroyed after the fall of the large paisley shawl in 1870."



Brunswick man donates pack of Happy Days Cigarettes to Museum



Above: James and Doris Bankston of Brunswick with Happy Days cigarettes, manufactured by Southern Tobacco Products Co., Valdosta, Georgia.

James Bankston of Brunswick contacted the museum several months ago asking if we would be interested in a pack of Happy Days cigarettes he had kept for decades. We told him certainly. Events prevented his first planned trip to donate the pack, but he then reassured us that he was coming. We did not have a full pack of Happy Days. Fleming Williams had donated an advertising pack of 6 cigarettes he found at a tobacco memorabilia show. When possible, we ask for the written story about donations to the museum. Mr. Bankston's explanation follows:

"Somewhere in the middle 1960's as Brunswick was in the process of cleaning up the Bay Street waterfront area, all the old brick building were being demolished. They were all two story and covered several blocks. A railroad ran down the middle of Bay Street so the street was also being removed by the heavy equipment. After talking with the superintendent of the company tearing down the old building, he said his job was to tear down and recover brick and other materials. After work hours when all construction workers were gone, I could go into the buildings and have any of the old rubbish I wanted. At the time I owned a 1966 VW Beetle and after removing all the seats except the driver's seat, I hauled trip after trip from after work until after dark. I recovered old 1 cent gum machines, much stuff from WWII, old cancelled bank checks, pot belly coal burning stoves and the list goes on. Too much to describe. This was one of several packs of cigarettes I found. Why I held onto this one pack, I have no idea. Guess I was just waiting to give it back to Valdosta."



Baseball to go to Extra Innings

The Lynn Thomas collection and the program on professional baseball in Valdosta, 1939—1958, has brought such interest that it will be repeated, in conjunction with VSU Learning in Retirement, at the museum on February 28, 2013. Also, more information on players that remained in Valdosta has been brought to the museum. **At right**, Dr. Joseph Tomberlin, past LCHS president happened by the museum as John Hill of Atlanta visited the baseball exhibit. John is active with the Society of American Baseball Research, SABR, Magnolia (Georgia) Chapter. He is placing Valdosta baseball history stories in their newsletter. The chapter name comes from the magnolia tree that once dominated the centerfield skyline at Ponce de Leon Park, home of the old Atlanta Crackers.



Programs bring visitors who add to the archives

At left: Emily Foster, City of Valdosta Historic Preservation Planner, and Annette O'Neal, a VSU Learning in Retirement participant. Emily had asked for the museum to share a program with the City recognizing Community Planning Month. Emily took our program *Decades of Development 1890s Through 1920s*, and brought it current. It was presented as a Museum and LIR program during the week and on Saturday as a City and Museum program.

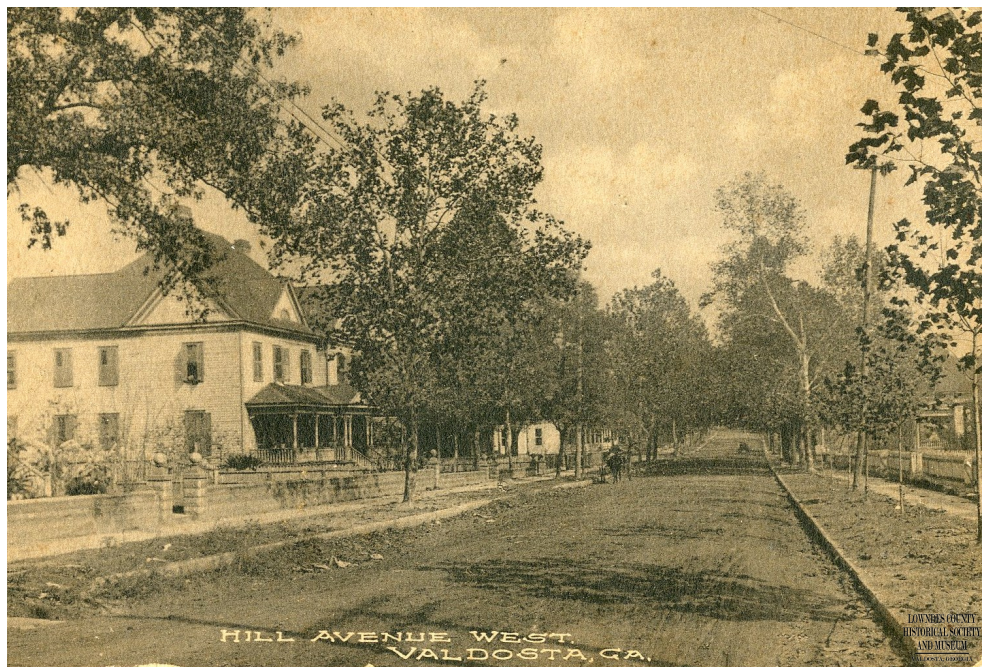
After the Tuesday program Annette O'Neal quizzed us on several items and informed us on others. When she told of teaching at Clyattville we mentioned our need for yearbooks. She said she had at least one and would tend to the project. In a few days she returned with the 1965 *Traveler* that included the last 7th and 8th graders at Clyattville.

Below: A panel of students from the last junior high 8th grade class at the Clyattville school. We note Sherry Williams (Gregory). She and her husband Glenn have been most helpful contributors to the Lowndes County Historical Society.



Above: Lee and Mary Alice Grizzell Cook of Atlanta continue to donate images to the museum.

Right: Their new contributions include this postcard of W. Hill Avenue, then with large homes and a tree lined street. We date it to the late 1890s as there is a power line but no trolley tracks.





Above: Dr. Ted Geltner's VSU Journalism students Jennifer Stakich and Jacquelyn Mangels find a topic of interest in the museum for a class assignment paper. **Below:** Open Bible School 2nd graders had a class snapshot made with the Jingle Bells Christmas tree during their class visit to the museum.



Homeschooling families continue to make field trips to the museum. In the photograph above is the Law family who live in Jennings, Florida. **Below:** Some of Pam Rickman's 8th grade, St. Johns Catholic school, history class pose on board the caboose after completing assignments inside the museum.



Students, Students

Far left: Regional area students of the Georgia Cyber Academy [GCA] visited the museum this Fall. Karen Troup of Stockton, pictured with her granddaughter served as local coordinator for the Atlanta office. GCA is a public school on line with 13,000 students.

Left: Wanda Brantley in the caboose with her grandson Gage Stailey, a GCA student. The Brantley's, owners of Moss Trim Shop, upholstered the seats inside the caboose at the time it was restored.



Far Left: Hahira Middle School Advanced Placement 8th grade history students visited the museum on December 12. After *The Decades of Development* slide show downstairs, they participated in the Leadership Lowndes scavenger hunt in the upper gallery. Some Hahira items were placed in exhibits and a Hahira page of questions was added to the hunt. **Left:** Hahira Middle School student young Frank Bird discovered his great grandfather's WWI uniform. Dr. Frank Bird found effective treatment for the WWI Pandemic flu.

Memorials



Claudine Caie Ator

by
Mr. and Mrs. J. Edward Willis

Harold Martin Bennett

by
*Malcolm H. and Kookie Liles
Nashville, TN*

Frank Stanaland Christian

by
*Robert T. And Bette Jean Daugharty
Donald O. Davis
Norman and Mary June Huggins
Morris Smith
Mr. and Mrs. Mitchell Smith*

Larry Walton Colson

by
Mr. and Mrs. J. Edward Willis

Mildred Dinnerman Feinberg

by
Mr. and Mrs. J. Edward Willis

Martha Ann Sanders Hiers

by
Mr. and Mrs. J. Edward Willis

Hilda Virginia Sikes Koch

by
Mr. and Mrs. J. Edward Willis

Barbara Darby Hornbuckle

by
Mr. and Mrs. J. Edward Willis

James Junior Loyless, Sr.

by
Mr. and Mrs. J. Edward Willis

Robert S. Pinkston

Hilda Crum Pinkston
by
Mr. and Mrs. J. Edward Willis

Norman F. Sainz

by
*Jane L. Ferrell
Mr and Mrs. J. Edward Willis*

Helen Myree Joiner Thomas

by
Mr. and Mrs. J. Edward Willis

Dr. Robert W. Wilson

by
Donald O. Davis

At right: Davy Shelton, LCHS vice-president, donating a rare original 1908 Hudgins map of Lowndes County. The map is in relatively good shape had been professionally preserved out of town in the 1960s by his father Tom Shelton. You cannot even find these on the internet. The museum has had a mounted 1908 Hudgins on display, but the Lake Park area and other sections of it are damaged or missing. The Shelton map is greatly appreciated.



Left: Researchers greatly appreciate Hudgins maps. They show land owners, early bridges and mill sites, early roads before automobiles, etc. **Below:** Mr. and Mrs. Tony Walters inspect the Hudgins map at the Business After Hours checking the Coleman Road area.



Mail to: LCHS
P.O. Box 56, Valdosta, GA 31603

Membership Application
Lowndes County Historical Society

Membership Category

Individual	\$25. ____
Family	30. ____
Business	50. ____
Contributing	100. ____
Patron	250. ____

Name _____

Address _____

Email/phone _____

MUSEUM CALENDAR OF EVENTS

January 21, 2013: Museum closed for Dr. Martin Luther King, Jr. Day

February 11, 2013 at 10:30 AM.: Learning in Retirement [LIR] and membership program: Lace identification of museum textiles.

February 12, 2013 at 11:00 A.M.: Spinning and lacemaking demonstration and Museum program recognizing Georgia Day with the Gen. James Jackson Chapter of the DAR.

February 21, 2013 at 10:00 A.M.: LIR and LCHS Membership program in recognition of Black History Month: James Edward Alexander, author of Halfway Home from Kinderloun, speaks on Volumes II and III of his trilogy, Forks in the Road and I Wish You Had Been There.

February 28, 2013 at 10:00 A.M.: LIR and LCHS Membership program: by request, Lynn Thomas speaks again on Professional Baseball in Valdosta: 1939-1958.

Officers and Executive Committee

President, Patsy Giles; 1st Vice President, T. Davy Shelton; 2nd Vice President, Martha N. Gibson; Secretary, Joseph Tomberlin; Treasurer, Redden Hart; Past President, Julie Smith;

Executive Committee: Mary McRee, Anita Shelton, and Susie Thomas

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YESTERDAY & TODAY

Newsletter of
Lowndes County Historical Society

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