

...THRIVING TOWNS

and down the storied red hills of Georgia. Pines here are hardier, slower in growth, their straight-waisted strength upstanding against the sky. In the highway cuts you see layers of granite that is in part the foundation of this whole area. Granite boulders here and there are seen protruding from the soil.

You are now on the Piedmont plateau, where the state's most rapid industrial growth has taken place. Farming activity is general, for Georgia is an agricultural state, but you have noticed increasing numbers of industries, large and small, as you came northward from Macon, and you passed them in an almost unbroken line in the outskirts of Atlanta. Just as crop diversification has added to South Georgia's wealth, so has the diversification of agriculture with industry in North Georgia given a look of prosperity to the cities and towns through which you have been passing. When the textile industry and others first began moving into Georgia, they did not concentrate in one locality but spread out in many places and this movement, especially to the smaller towns, is continuing. It has aided in creating a balanced economy for the state and has proved beneficial to the industries as well.

You will wish to return to Atlanta to spend many days in examining its varied attractions. Stone Mountain, an enormous mass of granite, is a sight which everyone should see. Then there is the Cyclorama, one of the largest paintings in the world, depicting in dramatic detail the Battle of Atlanta. The city's business section is the most impressive in any southern city, while the beauty of the residential section has excited the admiration of visitors from all parts of the world. In the springtime, when the dogwood is in bloom, the sight is one never to be forgotten.

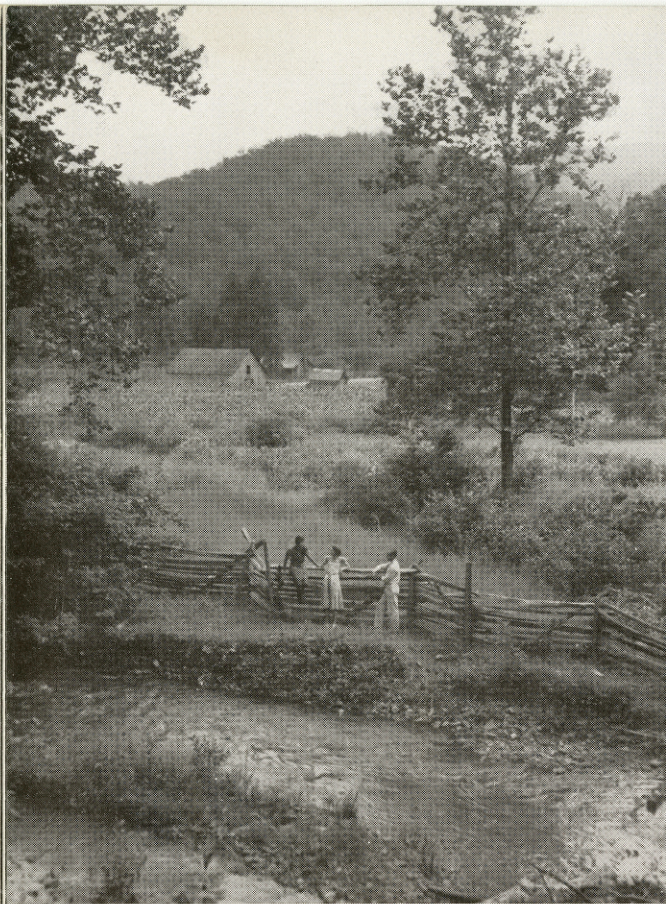
In South Georgia, it is possible to obtain vegetables from gardens every month in the year, if a suitable variety of seeds is planted.



Home of Atlanta's famous Cyclorama

Atlanta is an important air center





In North Georgia's hills

But we must continue our imaginary journey if we expect to complete it by sundown, and we swing northwestward (U. S. 41; Ga. 3). Just beyond the busy little city of Marietta (336.8 m.), the rugged profile of old Kennesaw, scene of one of the most famous battles of the War Between the States, reminds you that you are coming to the mountains.

In and around Cartersville (358.1 m.)—site of one of the world's largest yellow ochre deposits—and on to the north, mineral operations are giving employment to thousands, adding millions to the income of the state. In this immediate region are found limestone, iron, manganese, barytes, potash and slates. Of special interest are the large deposits of Georgia marble eastward from your route. Cartersville also is the site of big tire fabric and knitting mills.

Westward is Rome, wide-awake manufac-

INDUSTRY SPREADS OUT

turing city with more than 75 industries—market for this rich agricultural and livestock region; educational center, home of the world-famous Martha Berry School for mountain girls and boys.

Calhoun (383.9 m.) is an important dairy and poultry center, shipping each year from its surrounding country large quantities of milk, butter and eggs. Calhoun also manufactures textiles, brick, tile, lumber and is a shipping point for the hardwood found in such abundance in this section.

Native handiwork which has grown into a considerable industry has taken the eye before you reached Calhoun. Long lines of candlewick bedspreads are hung along the highway in polychromatic rows. These informal displays have invited connoisseurs of domestic art so successfully over the years that many factories have sprung up hereabouts to turn out this and allied products. (*Resaca*: 389.6 m.) These increasing hills are drenched in Indian lore of the Cherokees; they were scenes of many engagements in the War Between the States. In historic fact, from Atlanta northward, you are following, in reverse, almost exactly the route which General Sherman traversed in his Dalton-to-Atlanta campaign. The railroad line which you see from time to time, following a course almost paralleling the highway, is the line he fought to capture and the Confederates to protect. This same railroad line also was the scene of the celebrated chase of the "Texas" and the "General," one of the most dramatic incidents of the war. Incidentally, these two old-style railroad engines are still preserved, one in Atlanta and the other in Chattanooga. Fort Oglethorpe, and Chickamauga National Military Park, which preserves the battlefields of



Sequoyah, by inventing the Cherokee alphabet, gave the American Indian his first written language, in Georgia.



Looking north from the top of Enotah, Georgia's highest mountain

MOUNTAINS CAST A FRIENDLY SPELL

Chickamauga and Missionary Ridge, lie northward of Rome on the route to Chattanooga.

Dalton (402.4 m.) manufactures thread, tire fabrics, yarn, duck, drill, full-fashioned hosiery and osnaburg, among textiles. This also is a section of fine pastures and fine-bred cattle herds, and of a thriving production of poultry and hogs, as well as corn and other northern Georgia crops—strawberries being a profitable item in the region's income. On from Dalton through Ringgold (418.5 m.) and northwards, you drive among the mountains. Broad cultivated acres spread through the valleys. Tall corn grows in the fertile bottom lands. Roadside stands in northern Georgia—instead of pecans or peaches, as

farther south—offer you apples and apple cider. Along Georgia's northern border, a cavalcade of mountains marches across the state. Georgia's mountains have a tranquil dignity all their own. Friendliness dwells in their tall-wooded slopes. They make the hand of the poet itch for his pen, the painter's for his brush. In the waning hours of day, you are likely to think of little more than the steep beauties all about you. A homeward-bound pedestrian, strolling by the highway, may wave a cheery greeting . . . as if he had known you all his life. Don't be surprised if it happens here or anywhere else in the state. It's an old Georgia custom, high-sign of the friendly welcome you will meet on every hand.

From the top of North Georgia mountains to the sea, 400 miles away, there is a drop in altitude of almost 5,000 feet.





*In Alexander H. Stephens Memorial Park
— one of nine Georgia state parks*

Finally, just as you cross the state line (426.7 m.) the sun you have followed since sunrise by the sea sinks into a glowing cauldron of incredible color. You and the sun have been twelve hours on the march. You both will sleep behind the hills ahead—but *you have spent the day in Georgia!*

* * *

NOW, in more deliberate fashion, let's do some exploring. Let's look more carefully beyond the horizon of our swift but comprehensive journey. Let's examine the significance of the things we saw among the ever-shifting scenes.

Georgia has always been pre-eminently an agricultural state. Today, more than ever, it is a proven field for profitable diversified

LET'S EXPLORE GEORGIA

farming—with prosperous herds and pens, richer lands, better living and a brighter outlook for all the rural population.

Georgia is also a growing state with limitless opportunity for well-planned business progress.

Georgia is a highly desirable locality for industrial operations, now manufacturing products with an annual value of more than \$700,000,000.

Georgia offers beautifully variegated scenery, historic interest and assorted recreation to the transient guest.

Above all else, Georgia holds out every inducement and advantage for wholesome life to its full-time citizens.

Certain fundamental factors guarantee these established claims. From a geographic point of view, Georgia occupies a strategic place of command; it holds the central location among the southeastern states, with Atlanta as the logical distribution hub for the southeastern market. Georgia's climate is equable, permitting year 'round operation of industry and assuring comfortable, economical living for the population. Pure drinking water, plentiful sunshine and ample opportunity for outdoor life combine to create in Georgia a decidedly healthful atmosphere. Georgia's fertile soil and her rich abundance of natural resources in, above and under the earth provide a boundless supply of raw materials for original enterprise.

Most important of all, a new spirit of ambition and organization now inspires Georgia's people and is revitalizing every phase of its life and activity. Slower gains of the past have been consolidated—and a swift pace is set for the future.

Georgia's supremacy as an agricultural



According to horticultural authorities, any edible plant produced in America can be grown in Georgia.



Savannah, leading seaport, packed with historic associations. The monument here honors General Nathaniel Greene; its cornerstone was laid by Lafayette in 1825.





Increasingly, modern methods are being applied to cotton cultivation

TEMPERATE CLIMATE, FERTILE SOILS

state was foreordained when the world was created. Geological formations over the ages have endowed the state with rich and varied soils; her very location blesses her with a climate that is perennially as beneficial to vegetation as it is kind to human life. Georgia has an average of 235 growing days a year, free from frost, ranging from 200 growing days in the mountains of North Georgia to 270 such days in South Georgia. The average annual rainfall in the state is about fifty inches; the average temperature is 63.8 degrees.

Georgia has soils adapted to every crop suited to the climate, and a great variety of soils is found in the four distinct topographical regions into which the state divides itself — the Cumberland plateau and Appalachian Mountain areas in the north, the Piedmont Plateau region in the middle northern section, and the Coastal Plain section that includes almost all of the southern half of the state. Modern soil-conservation methods now are perpetuating this natural wealth.

Of the 37,584,000 acres of land in Georgia, more than 25,000,000 are classified as farm



The Rural Free Delivery postal system of the United States is the evolution of a plan proposed in Congress by a Georgian, Thomas E. Watson.



PUZZLE: Find three future farmers in this field of giant Georgia tobacco

TOBACCO STEPS UP IN IMPORTANCE

lands. Of these farm lands, 11,000,000 acres are crop lands—and the crops bring to the farmers an income, each year, of almost \$200,000,000, not including livestock and poultry.

Cotton has been for years, and probably will remain, the state's most valuable cash crop. Georgia ranks fifth among all the states in cotton production. Although crop diversification has brought about large reduction in cotton acreage in recent years, there has grown up a profitable increased attention to yield-per-acre and improved quality. Among Georgia's crops, corn comes second in value.

Tobacco-growing is now one of Georgia's largest farm industries and tobacco has taken its place with cotton and corn as one of the state's three most valuable crops. A dozen years ago Georgia's tobacco crop was valued

at less than \$2,000,000. The most recent five-year analysis shows that Georgia's planters grew an average of 84,992,000 pounds of tobacco a year which had an average annual cash value of \$15,586,000. Georgia ranks fifth among the United States in bright leaf tobacco production.

Georgia ranks first among the states in production of watermelons, first in sweet potatoes, first in peanuts, first in paper-shell pecans; second in peach production with a flavor and grade of peach second to none, second in sugar cane syrup.

Other crops profitably grown in Georgia are apples, with an annual value of about \$1,000,000; tomatoes, lettuce, celery, asparagus, cabbage, onions, pimiento peppers, Irish potatoes, peas, canteloupes, cucumbers, okra, strawberries, soy beans, velvet beans, string

DeSoto, in 1540, eighty years before the landing of the Pilgrims, was the first known white explorer to traverse Georgia's Indian trails.



NEW EMPHASIS ON LIVESTOCK

beans, pears, grapes and other fruits and vegetables.

The deliberate switch in farming tactics, which has delivered the state from a destructive one-crop system, is probably best illustrated in Georgia's recent progress in livestock development. Although cotton continues to be the principal cash crop in Georgia, the standing value of the state's livestock now is of greater value than the annual cotton crop—although the market turnover, of course, is not annually so complete.

The four big national packers, Armour, Cudahy, Swift and Wilson, have made substantial investments in Georgia plants, and there are a total of seven packing houses operating under federal inspection which permits interstate business. There are thirty abattoirs with state inspection. It is said now that there is not a farm in the state south of Atlanta which cannot convert its meat animals into cash within an hour's time. Keen competition for high-grade animals assures the farmers a fair price for the stock they produce.

Dairying, as a scientifically developed farm industry, has been given much attention in Georgia and dairy products reach a value each year of around \$40,000,000. New and modern dairy farms and large herds of pure-bred cows are to be found in all sections of the state. Conditions for dairying are ideal in Georgia, since the temperate climate and long growing season permit grazing for practically the entire year, effecting a large saving in both feed and housing costs. The poultry and egg phase of farming also is rapidly developing along modern and scientific lines. Georgia's poultry is valued at close to \$40,000,000. Georgia leads most of the United States in the production of honey, producing annually more than 4,000,000 pounds for home consumption or for sale. Bee-keeping is a



Prize Herefords at a Georgia fair



The cotton gin was invented in Georgia by Eli Whitney (1765-1825)—and the cotton industry thereby received its greatest impetus.

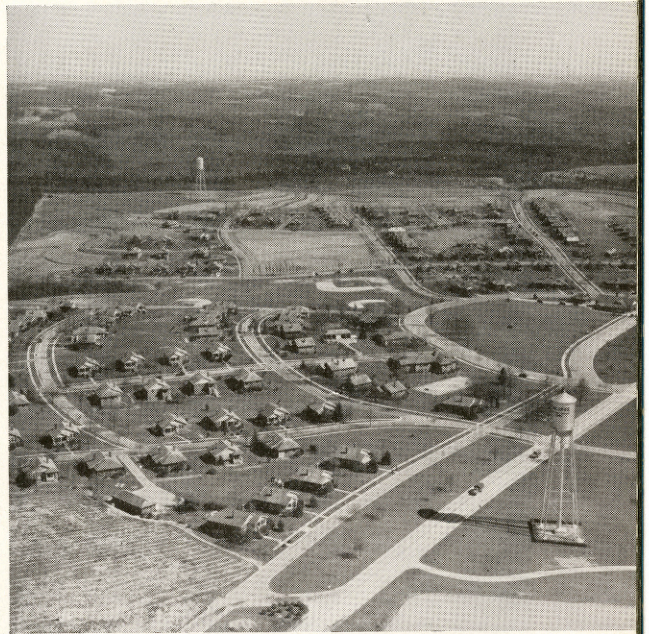
COTTON'S MARCH FROM FIELD TO FABRIC

growing industry, especially in South Georgia, where the mild climate is especially favorable to bee life, as well as to flowers, which grow so luxuriantly in Georgia.

Although Georgia has been known through many generations for her attainments as an agricultural state, her advantages for profitable farming are far from fully developed. Diversified, intensified and judicious application of sound farming practices are disclosing new opportunities every year that passes.

A diversified agriculture may lessen the economic influence of cotton in Georgia, but it can never extinguish it. Growing, manufacturing and marketing of cotton and cotton products unite to form Georgia's largest single enterprise. By the progress of these three kindred activities the whole economic history of the state can be traced. However, the vast natural advantages of Georgia, so perfectly suited to the *growing* of cotton, have slowly but surely operated to place the state in the forefront of cotton *manufacturing*. Today Georgia's cotton textile mills represent an investment of over \$200,000,000 and give employment to more than 80,000 people.

Georgia was the first state to grow cotton for commercial use. The invention of the mechanical cotton gin—in Georgia, by Eli Whitney, in 1793—gave the textile industry its most important world-wide impetus. Concerned for many years almost exclusively with growing cotton, Georgia's emergence as an important scene of its manufacture did not come until within the present century, although there were some textile centers dating back much earlier—in eastern Georgia's Wilkes county, for example, in 1811, and in Augusta, as a result of construction of the Augusta Canal in 1845. In 1880, there were only 40 mills in the state. By 1900, there were about 100 mills with 815,000 spindles; by



Chicopee Mills village, Gainesville, (above) typifies textile manufacturing in Georgia.



The process by which cotton seed oil could be made from the previously discarded cotton seed was perfected by Launcelot Johnstone, a Georgian.



Pine seedlings — more than a million — growing near Albany

PINE INTO PULP INTO PAPER...

1920, 135 mills with 2,500,000 spindles. Now there are more than 200 spinning, weaving, knitting and finishing mills in Georgia, with 3,200,000 spindles, 54,000 looms and 9,000 knitting machines, placing Georgia fourth among all the states in cotton manufacturing.

Included in the great variety of goods manufactured by the cotton mills of Georgia are at least 75 per cent of all the automobile tire cord and fabric produced in the United States, and a great quantity of both grey goods and finished materials, such as sheets, towels, bedspreads, pillow cases, rugs, tapes-

tries, sewing thread, shirts, trousers, overalls, hosiery, underwear, dresses, gloves, handkerchiefs, velveteens, broadcloths, sateens, corduroys, denims, ducks, tents, tarpaulins, bags, laundry nets, automobile seat covers and materials for upholstery and tops, airplane fabrics and many varieties of sheetings and print cloths that are converted into a surprising number of different products. Each succeeding year finds the trend of cotton manufacturing in Georgia being directed more and more toward the finer fabrics and finished merchandise.



Seventy-five per cent of the country's tire cord and fabric is manufactured in Georgia textile mills.



The big logs roll in North Georgia's hardwood timber region

... GEORGIA'S LUSTY INDUSTRIAL INFANT

Georgia has the largest forest acreage of any of the 48 states. It has 21,000,000 acres of land now in forest and 2,000,000 acres of potential forest land—idle and abandoned farm land, much of which can and undoubtedly will be planted to trees. Federal surveys have catalogued 163 species of trees in the state. In the northern mountain regions, throughout the broad belt across the state which intervenes between these higher altitudes and the lower coastal plain, and especially in the swamps of the coastal plain itself, you will find abundant hardwood. In the more acces-

sible portions, some logging has been done, but huge expanses of virgin timber still remain. Much of this is now owned by the United States government and included in the Chattahoochee National Forest, a vast region of unspoiled natural beauty in northeast Georgia.

The lower coastal plain of Georgia is now the most important forest area in the state from a commercial standpoint and faces an even greater future, because of the growing stature of the pulp and paper industry in Georgia. In the coastal plain, naval stores,

Georgia's forests grow 163 varieties of trees, according to federal surveys.





*Fulton County Courthouse
Atlanta City Hall*

Georgia State Capitol

*Atlanta is the commercial and transportation
center of the rich southeastern market.*

AIRVIEW OF ATLANTA

THE BUSINESS DISTRICT



This giant paper mill at Savannah uses Georgia pine. Brunswick boasts a big pulp mill

PINES GROW SIX TIMES FASTER...

from the pine trees and turpentine stills we saw on our trip, have long produced about 65 per cent of the section's income. Some 4,000,000 acres of turpentine trees provide a return of about \$14,000,000 a year. It is predicted that in the future the owner of forests in the naval stores belt will find his greatest financial reward in a balanced utilization of his wood for timber and turpentine, using thinnings for pulpwood.

Wood for pulp is the most important factor in paper manufacture, and attention of

this industry is sharply drawn to Georgia because the state seems to offer an almost utopian attraction: *an abundant and perpetual supply of wood.*

The late Dr. Charles H. Herty, a native Georgian, cleared the way for this fulfillment when his long and tireless experiments, in the laboratory and the plant, proved conclusively that pulp from Georgia pines would make a high-grade newsprint, the familiar grade of paper on which newspapers are printed. From Dr. Herty's basic proof as a starting-point,



There are about 250 species of birds in Georgia, the principal game birds being quail, dove, wild turkey, several species of duck and some ruffed grouse.



Columbus is a growing center of commercial and industrial enterprise

FORESTS TAKE ON NEW IMPORTANCE

further explorations have caused native trees to be accepted throughout the industry as suitable for use in a far greater range of paper products than are now being manufactured from them.

Slash pine in Georgia, a splendid source of paper pulp, is the fastest-growing of all the pines and, therefore, the cheapest wood to grow. Slash pine—thick woods of which you saw from Brunswick up to Baxley—reaches a growth of six inches in diameter in about ten years, whereas it takes over sixty years

for Canadian spruce to reach the same dimensions. Georgia pine, it can be seen, replenishes itself at least six times as rapidly as the northern wood which in the past has been a major source of pulp for paper-making. Short-leaf pine, loblolly pine and also the slower-growing long-leaf pine all likewise are valued resources in paper manufacture.

Georgians are awake to the necessity of conserving the state's tree supply by reforestation, fire protection and farsighted planning. Intensive practical work, as well as edu-

There are approximately 40 species of mammals in Georgia, including bear, fox, deer, opossum, mole, raccoon, weasel, otter, wildcat and squirrel.

