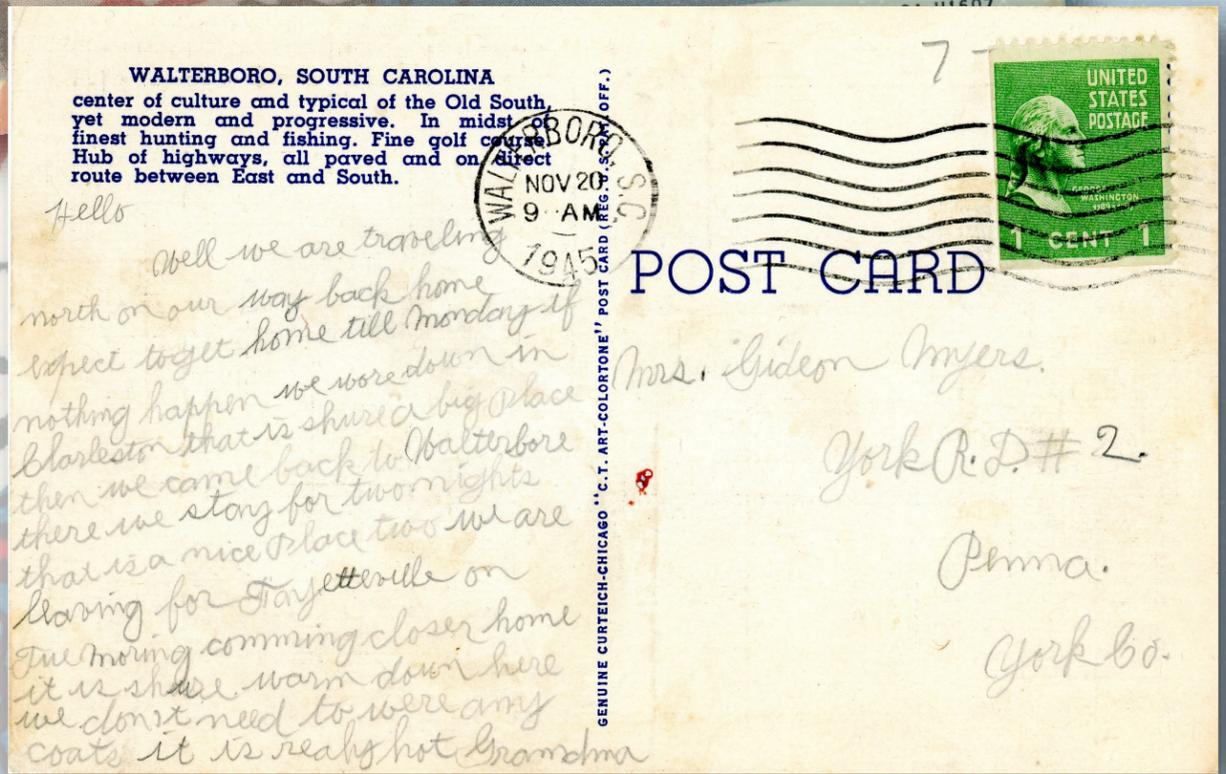


Postcards



From Route 15

A Virtual Exhibit from the Colleton County Memorial Library in Walterboro, SC.

2022. Learn more at www.colletonlibrary.org.



Rochester,
New York



791.71
miles

Walterboro,
South Carolina

Route 15

- One of the original US Highways from 1926.
- **Extended to Walterboro, SC in 1935.**
- Covers almost 800 miles through six states: South Carolina, North Carolina, Virginia, Maryland, Pennsylvania and New York.
- **Walterboro, SC is the southernmost point of Route 15.**

HIGHWAY 401 IS NOW NO. 15

The newer road maps are showing highway 401 as No. 15, all the way from Harrisburg, Pa., to Walterboro. The Lafayette Highway association has been working on this matter for a long time and it was approved some time ago. An effort is also being made to have the highway known as No. 15 all the way from New York city to Miami, Fla. The change will be a great help to the route served by this thoroughfare. Tourists like to follow highways with two figures instead of three, as two are used to indicate a through highway of considerable length, while three figures show that the highway is a short one.

The Press & Standard for January 23, 1935

FACES NEW YEAR WITH FAITH AND HOPE

COLLETON county faces the new year with renewed faith and hope. Conditions have been greatly improved during 1933 and the outlook now is for better business in all lines. With about the same amount loaned farmers by the government on seed loans in 1932 only 40 per cent was repaid; in 1933 with same amount loaned collections have been 94 per cent. There was a 30 per cent increase in cotton produced and the corn crop was almost doubled. Fruits and vegetable crops abounded during the year, and farmers are learning to diversify more than ever before.

Hard surfaced highways are bringing thousands of tourists through the county and these are quite helpful. Taxes paid this year are an indication that money is more plentiful.

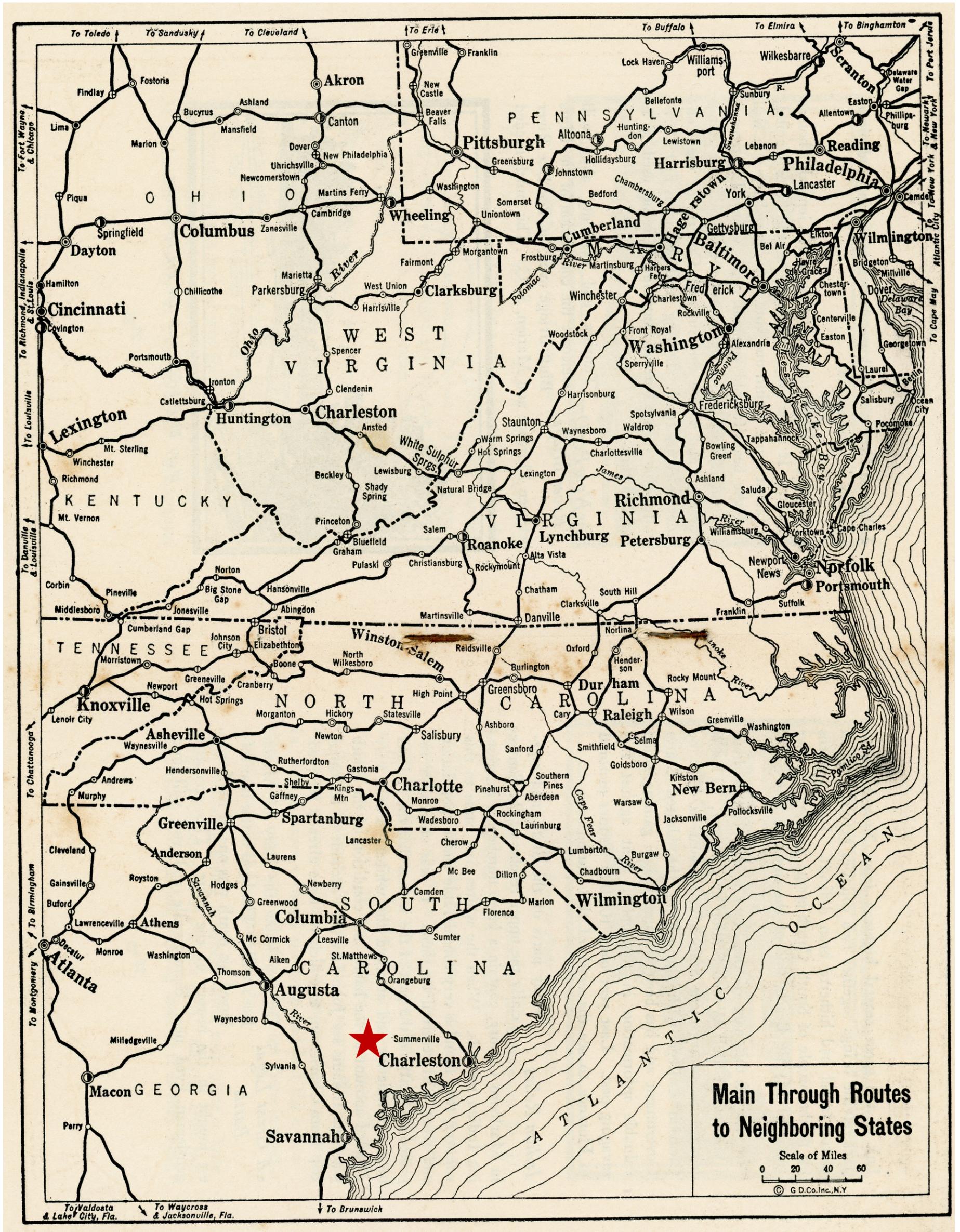
Colleton is an agricultural county, and prosperity for farmers is prosperity for all. The government advances on cotton has put much money into circulation. The money coming into the county through government agencies just now is tiding over many people who would otherwise be in depleted circumstances.

The county seat, Walterboro, is enjoying the most prosperous business in years. Merchants say that they have had better business this fall than in the past four years. Bankers say that they have more money than they know what to do with the deposits are daily increasing. The two banks in Walterboro both have recently moved into new and handsome banking buildings and they have earned more than 15 per cent on capital. Many new residences have been erected and others repaired.

The county is looking forward to better conditions. The people are supporting the policies of the New Deal, and renewed hope and faith is everywhere in evidence.

For most of the 20th century Walterboro's growth was directly tied to **highways & interstates** which brought tourists traveling between New England and Florida, as is shown in this *Press & Standard* article from 1934.

1920's Motorist Map



This map from the late 1920's shows how isolated Walterboro (red star) was from the main driving routes. This map was published around 1925, just before the first U.S. Highway System was established.

Map from "Know Your Own State" travel booklet published by Standard Oil Company, circa 1925. In the archival collection of the Colleton County Memorial Library.

Under Construction



Here we see the Lafayette Highway, the future US 15 under construction in Colleton County around 1925-26. This highway would bring tourists from northern points flooding into Walterboro on their way to Florida.

Map from "Know Your Own State" travel booklet published by Standard Oil Company, circa 1925. In the archival collection of the Colleton County Memorial Library.

1934



HOTEL LORD COLLETON — NEWEST, LARGEST, LEADING — WALTERBORO, S. C. 4A-H1104

This postcard from 1934 shows the Lord Colleton Hotel at the corner of Washington and Wichman Streets, across from the modern Colleton Museum & Farmer's Market. It was one of two popular hotels in Walterboro owned by Albert Novit (The Lord Colleton & Lady Lafayette Hotels).

HOTEL LORD COLLETON
WALTERBORO, S. C.

ONE OF THE FINEST HOTELS. CEILING FANS IN SUMMER, MODERN CRANE HEATING SYSTEM FOR WINTER. FREE AUTO STORAGE IN STEAM HEATED GARAGE. DRIVE RIGHT IN THE HOTEL.

"C. T. PHOTO-COLORIT," MADE ONLY BY CURT TEICH & CO., INC., CHICAGO, U.S.A.

POST CARD



*Yemassee SC
Oct 21-1934
Just a line to let you know I haven't forgotten you. Hope to get back in Norfolk by Nov 15th 34. On my way to Florida on a short trip.
Lewis*

*Miss Margaret Cunniff
10 Moran Creakous
12th + Colonial Sts
Norfolk Va*

Yemassee, SC - Oct 21, 1934

Just a line to let you know I haven't forgotten you. Hope to get back in Norfolk by Nov 15th 34. On my way to Florida on a short trip.

Lewis

1938



ISAAC HAYNE HOTEL, WALTERBORO, S. C.

F-116

The Isaac Hayne Hotel was torn down in the 1980's but use to sit on Jefferies Blvd. where the new city parking lot is across from the courthouse. It was built in 1937 for tourists traveling from New England to Florida on US 15 and named for SC Revolutionary War hero Isaac Hayne.



Post Card

CLEAR VIEW



MFD. BY WAYNE PAPER BOX & PRNG. CORP., FORT WAYNE, IND.

Miss Mahel A. Rhoades
Chapel Place
Wellesley Hills
Mass-

Isaac Hayne Hotel—Walterboro's newest and most modern. Catering to a discriminating clientele.
FOR NO RESPONSE
I got here 5 P.M. Modern hotel in small town set right down in southern country-side. From 1st time I'm looked good so we came by it last night but he wanted to get out the city. It's actually hard to make him understand anyway + it was nearly dark when we showed by. Can't get to make hasn't been needed. Today has been beautiful + very comfortable. Hope to make Jacksonville tomorrow + Deland Monday P.M. early. Cotton fields seem to have been picked this year. We came from Raleigh on 15A + liked it much better than the 301 we were on last year. Fine roads + very little traffic. Hope you are both well.
Love M.

Walterboro, SC Dec 11, 1938

Got here 5 P.M. Modern hotel in small town... Today has been beautiful and very comfortable. Hope to make Jacksonville tomorrow & Deland Monday P.M. early. Cotton fields seemed to have been picked this year. We came from Raleigh on 15A & liked it much better than the 301 we were on last year. Fine roads and very little traffic. Hope you are both well. Love M.

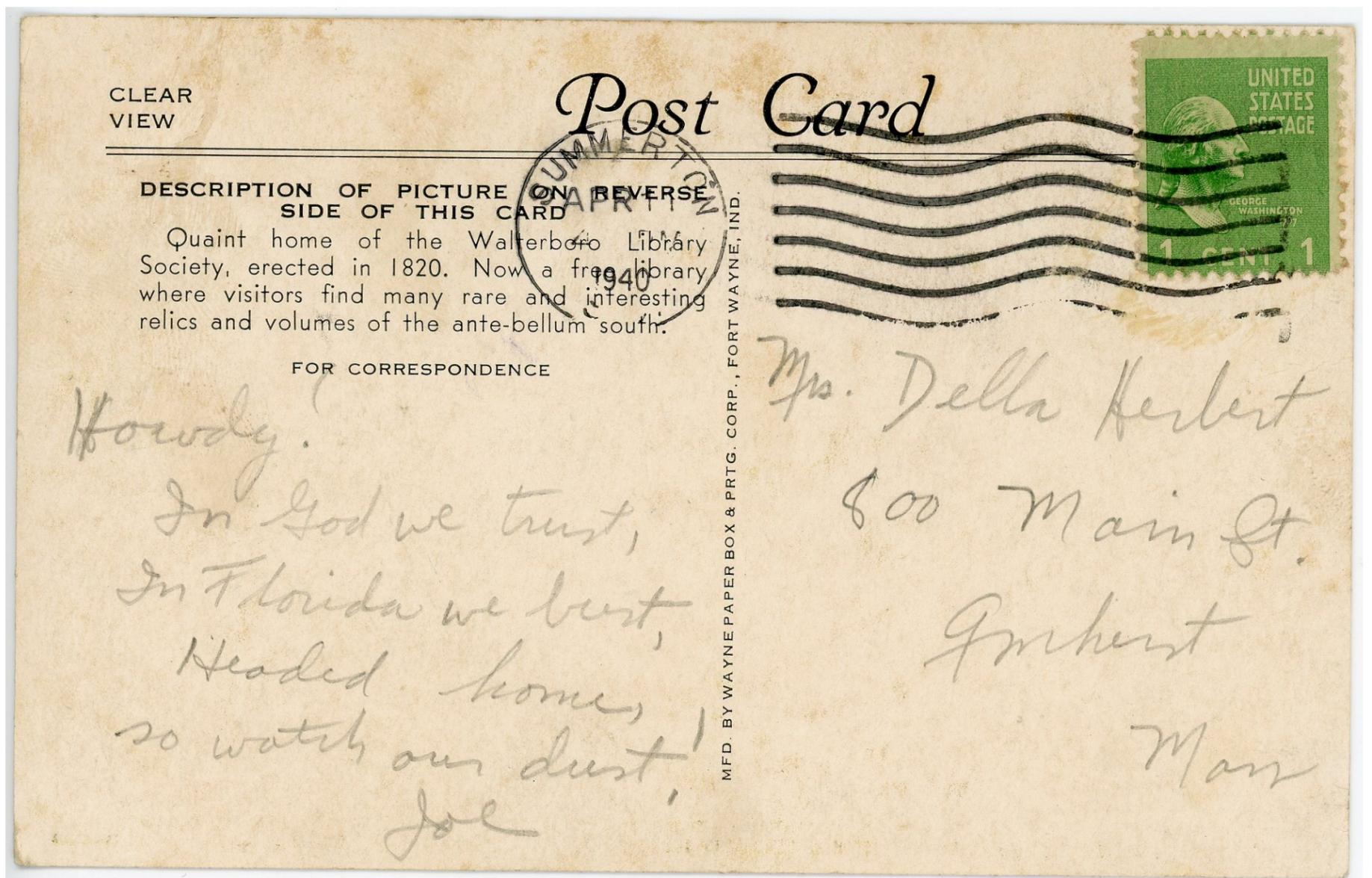
1940



QUAINT HOME OF LIBRARY SOCIETY ERECTED IN 1820, WALTERBORO, S. C.

D-603

This postcard from 1940 shows the Little Library in its 120th year! It was still an active library and Miss Amelia Fraser was the librarian. It would be 16 more years before the modern library was built.



CLEAR VIEW

Post Card

DESCRIPTION OF PICTURE ON REVERSE SIDE OF THIS CARD

Quaint home of the Walterboro Library Society, erected in 1820. Now a free library where visitors find many rare and interesting relics and volumes of the ante-bellum south.

FOR CORRESPONDENCE



Howdy!
In God we trust,
In Florida we bust,
Headed home,
so watch our dust!
Joe

Mrs. Della Herbert
800 Main St.
Furber
Mass

MFD. BY WAYNE PAPER BOX & PRtg. CORP., FORT WAYNE, IND.

Summerton, SC Apr 11, 1940

Howdy!

In God we trust, In Florida we bust, Headed home, so watch our dust!

Joe

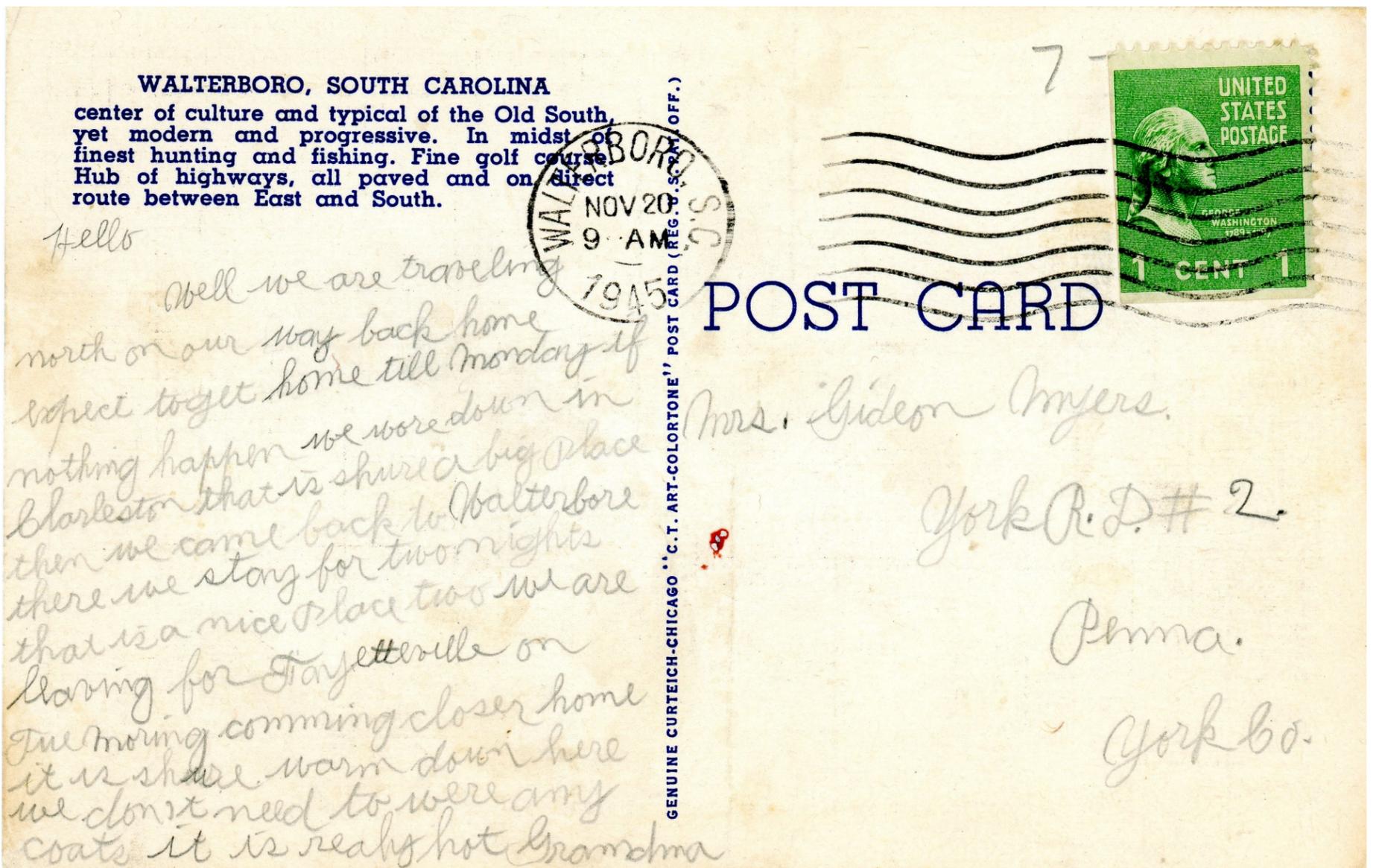
Washington Street, Walterboro, S. C.

1945



8A-H1607

This postcard from 1945 shows Downtown Walterboro at the close of World War II when it was still the center of business, shopping and society in the town.



WALTERBORO, SOUTH CAROLINA

center of culture and typical of the Old South, yet modern and progressive. In midst of finest hunting and fishing. Fine golf course. Hub of highways, all paved and on direct route between East and South.

Hello

Well we are traveling north on our way back home expect to get home till Monday if nothing happen we wore down in Charleston that is shure a big place then we came back to Walterboro there we stong for two nights that is a nice place too we are leaving for Fayetteville on Tue morning comming closer home it is shure warm down here we don't need to were any coats it is really hot Grandma

WALTERBORO, S.C. NOV 20 9 AM 1945

GENUINE CURTEICH-CHICAGO "C.T. ART-COLORTONE" POST CARD (REG. U.S. PAT. OFF.)

POST CARD



Mrs. Gideon Myers.

York R. D. # 2.

Penna.

York Co.

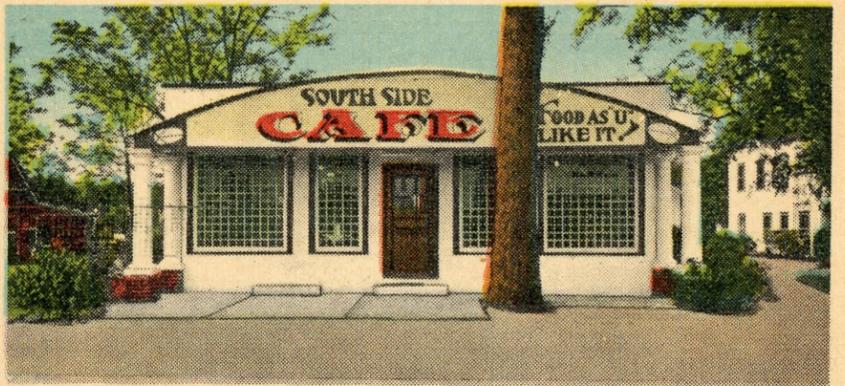
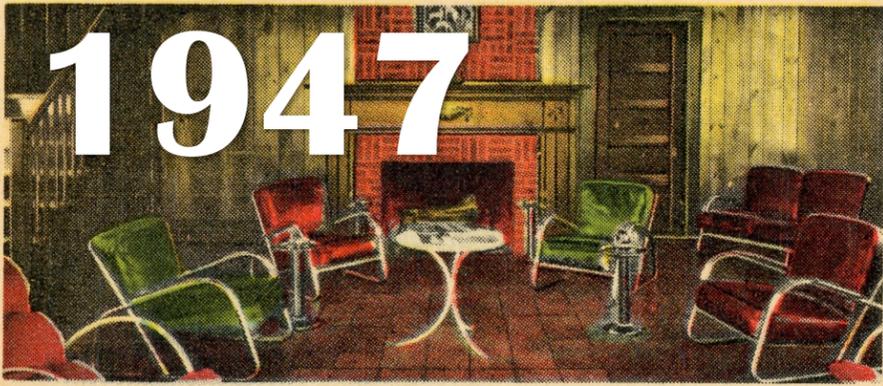
Walterboro, SC Nov 20, 1945

Hello. Well we are traveling north on our way home. Expect to get home till Monday if nothing happen. We wore down in Charleston. That is shure a big place. We came back to Walterboro. There we stay for two nights. That is a nice place too. We are leaving for Fayetteville on Tue morning. Comming closer home... We don't need to were any coats. It is really hot. Grandma

SOUTH SIDE TOURIST COURT,

WALTERBORO, S. C.

1947



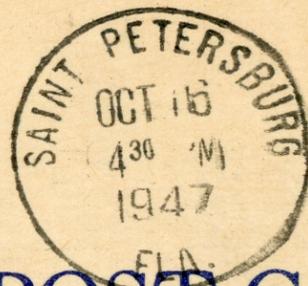
We stayed here on the way down.

E-9029

The South Side Tourist Court was one of many small motor courts that sprang up along US 15 in the 1940s to accommodate northern tourist traveling through town. South Side Tourist Court was located on Jefferies Blvd. between the Courthouse and the Dairy Land. This linen postcard dates to 1947.

SOUTH SIDE TOURIST COURT

Sleep in Safety and Comfort without Extravagance. All strictly modern, steam heated cottages with Private baths. Proper price cafe, famous for good food. Lounge for guests. We service your car while you sleep. Owned and operated by Louis M. Schmonsees. On U. S. 17, 3 blocks south of U. S. 15 and U. S. 15A. WALTERBORO, S. C.



POST CARD

*211-10th Ave. n.
St. Petersburg, Fla.*

*Intended to call before we left, so will send a card of our safe arrival Sun. Oct. 12. July weather & no signs of hurricanes here. Want to move in our apt. by Nov. 1st. Building going fine so far. Hope this finds you on the gain.
Myra & Ernest Field.*

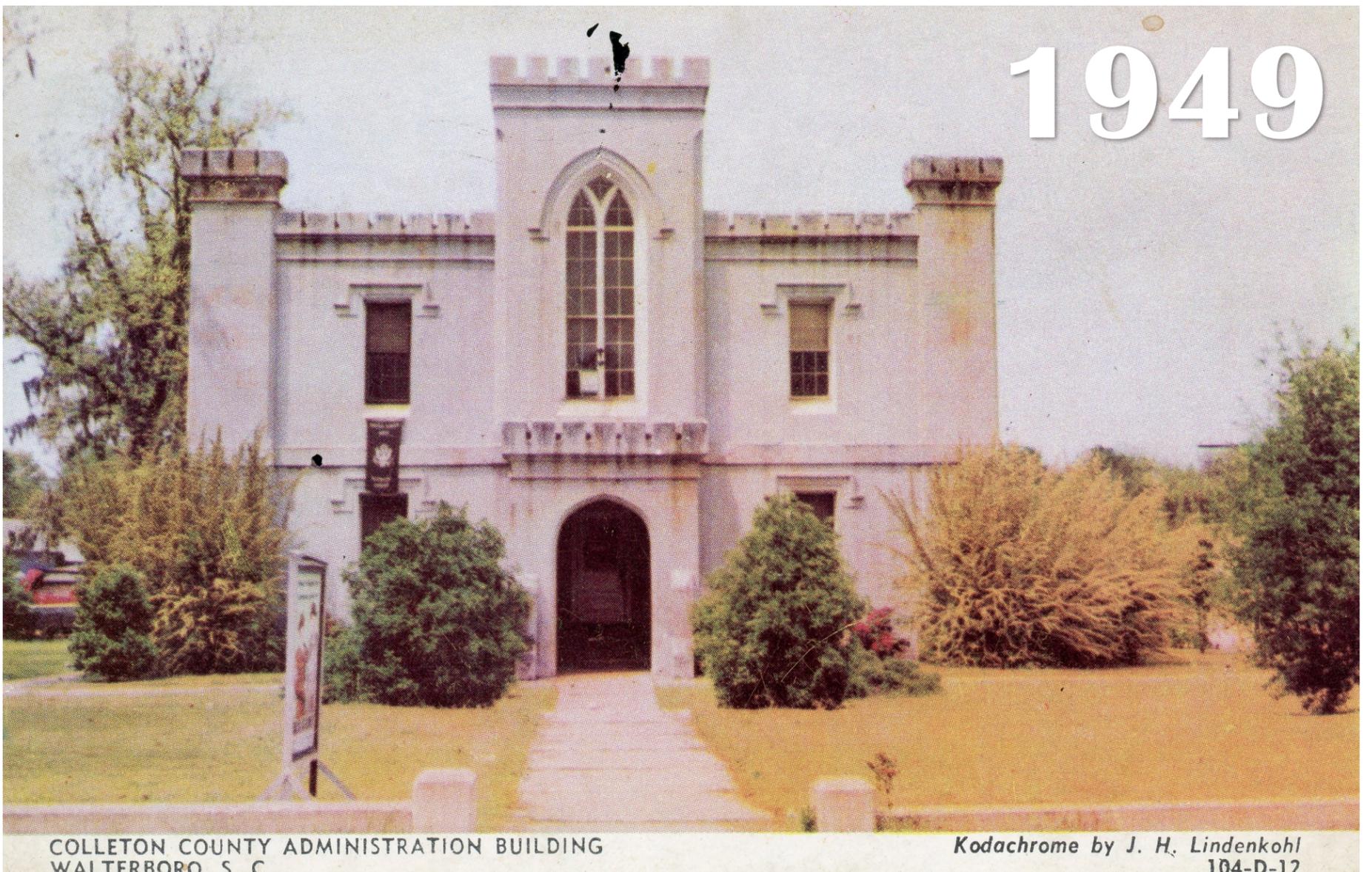
PUBLISHED BY HENRY H. ARBENS, CHARLOTTE, N. C.

*Mr. Pearl Hohman
Orwell,
N. Y.*

Oswego Co.

Saint Petersburg, FL Oct 16, 1947

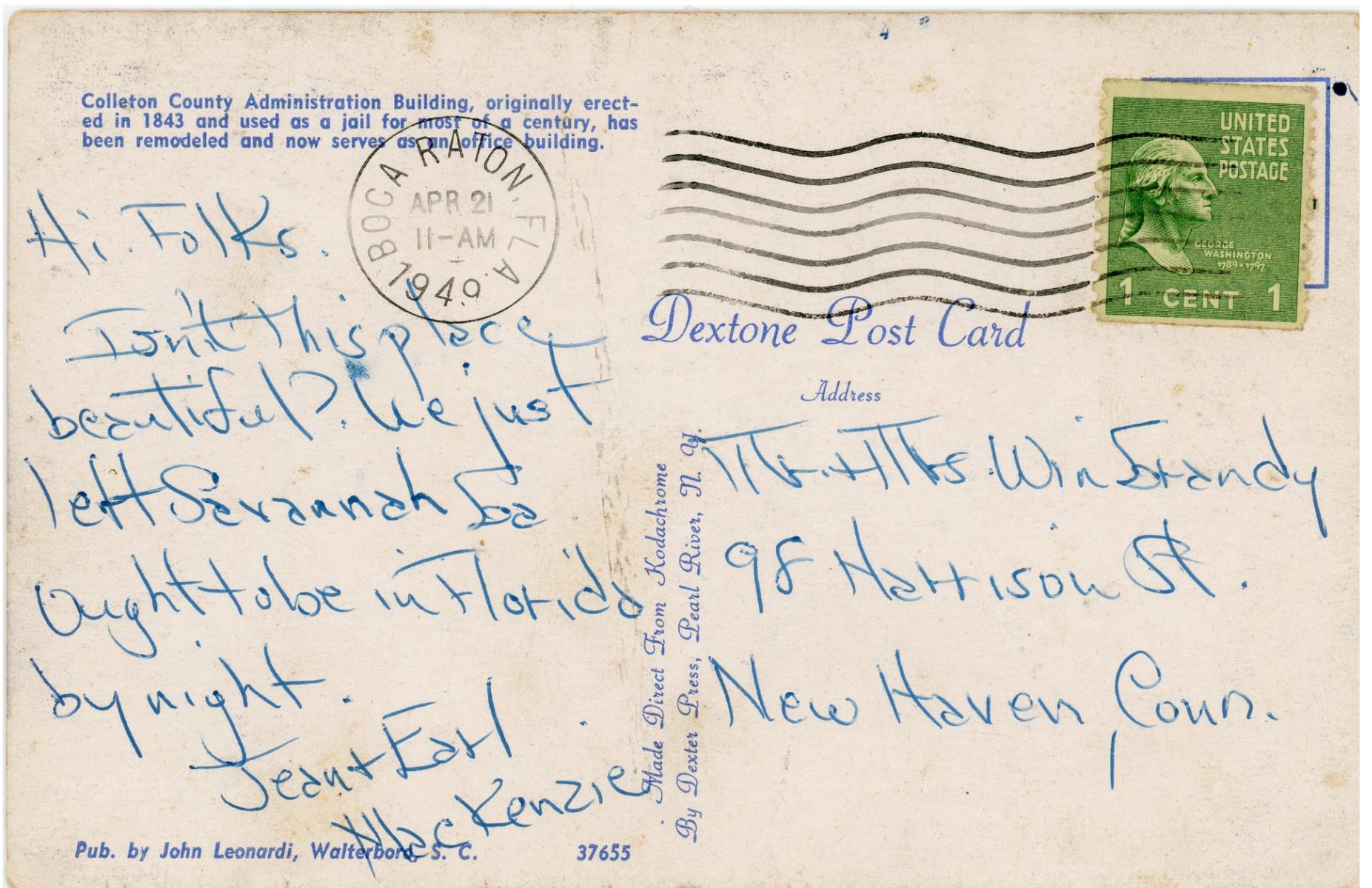
Intended to call before we left, so will send a card of our safe arrival Sun. Oct 12. July weather & no signs of hurricanes here. Want to move in our apt. by Nov. 1st. Building going fine so far. Hope this finds you on the gain. Myra & Ernest Field



COLLETON COUNTY ADMINISTRATION BUILDING
WALTERBORO S. C.

Kodachrome by J. H. Linden Kohl
104-D-12

This postcard of the Old Jail Building in 1949 was part of a series of postcards of historic Colleton County scenes photographed in the 1940s including the Sheldon Church Ruins, Bonnie Doone Plantation, the Courthouse, Dogwood Hills Golf Course, the Walterboro City Hall and other sites.



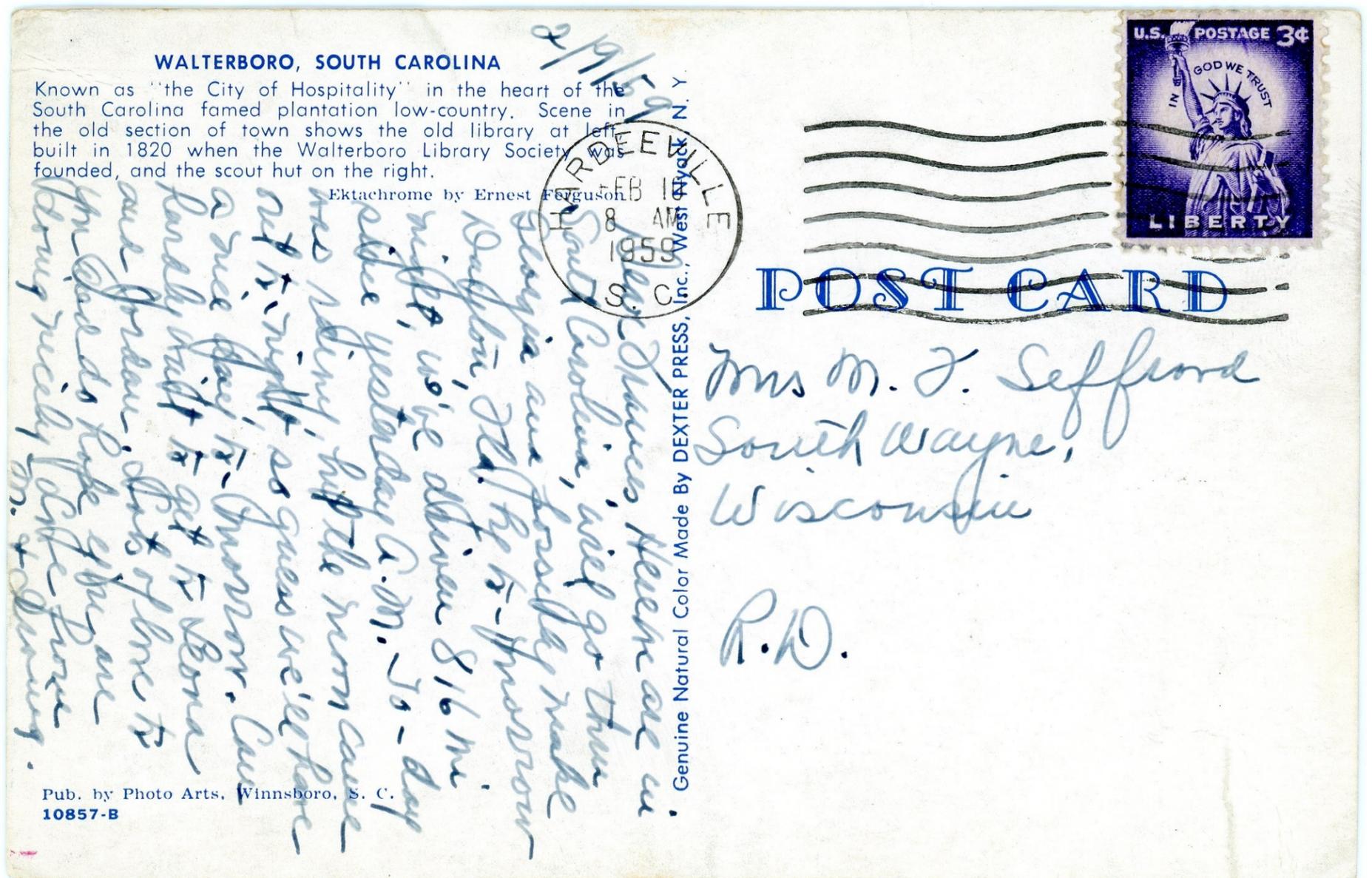
Boca Raton, FL Apr 21, 1949

Hi Folks. Isn't this place beautiful? We just left Savannah, GA. Ought to be in Florida by night.
Jean & Earl MacKenzie

1959



This color photograph postcard from 1949 shows the historic Little Library building (left) and the old Civic League Building (right) which served as a meeting site for the local Girl Scout Troop in the late 1950s/early 1960s. The old Civic League Building was torn down in the 1960s.



Hardeeville, SC Feb 10, 1959

Dear Frances, Here we are in South Carolina, will go through Georgia and possibly make Dayton, Fla. by to-morrow night. We've driven 816 mi since yesterday a.m. To-day was rainy, but the moon came out to-night so guess we'll have a nice day to-morrow... M & Irving

1963



This postcard from 1963 shows Lee's Motel, one of many small motels that popped along Route 15 in and around Walterboro in the 1950's. While popular with travelers in the mid-20th century, many of these motels closed after the opening of I-95 in the early 1970s shifted tourist traffic to the west.



Manning, SC April 09, 1963

Dear Rich: This is the motel we are staying in tonight. We traveled 49 miles today. I didn't realize it till we got here. My mileage meter stopped working today when I hit a hole in the road. The man in the next motel gave me his mileage... See you soon. Love Grammy

Walterboro

Extends a Friendly Welcome

The back side of this 1950s era tourism brochure sells Walterboro as a tourism destination and a great place to live.

Postcards were made of many of the listed attractions, as well as the hotels, motels and motor courts which spread the word on the places to friends and family back home that visitors wrote to.

The brochure is part of the archival collection at the Colleton County Memorial Library.

WALTERBORO

South Carolina

EXTENDS A FRIENDLY WELCOME

IDEAL FOR MOTORISTS

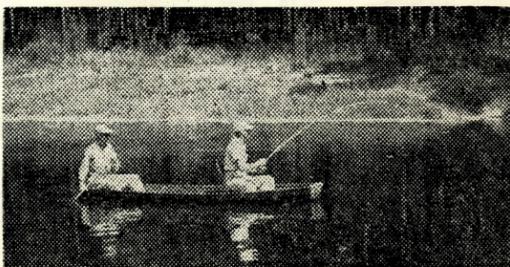
Whether you are a transient visitor, or have come to our city in search of a place to rest, to establish a home, a business or an industry, Walterboro welcomes you most cordially.

Walterboro, known as the Highway Hub, is one of the most conveniently located over-night stopping points on two popular highways between northern states and Florida. The outstanding accommodations, excellent meals served in the many fine restaurants and the efficient and courteous service rendered by garages and service stations, all contribute to the pleasure and convenience of motorists who stop in Walterboro.

LOCATION AND CLIMATE

Walterboro is in the heart of South Carolina's famed plantation low-country, where the all-year climate is ideal. Snow is never seen, and each year the days with freezing temperatures can be counted on the fingers of one hand. The mean temperature for January is 50.5 and for July 80.3. Annual rainfall is 48.9 inches.

Walterboro is in the maximum sunshine belt. Here trees and grass are green the year around, and agricultural and horticultural undertakings really



FISHING

thrive. Camellias and other flowers bloom gloriously from December to March, and azaleas, wisteria, and other spring annuals are a riot of color in March and April.

HIGHWAY ATTRACTIONS

Walterboro is the southern terminus of U. S. HIGHWAY 15, the popular inland route to Florida. The extensive improvements on this highway during recent years make it a safe, fast route. U. S. Highway 15 has been a leading tourist route for many years and its excellent accommodations make it a pleasure to travel this road.

A newly-numbered road, ALTERNATE U. S. HIGHWAY 17, avoids areas that have heavy local traffic and offers motorists who are following the coastal route an opportunity to save at least one hour between Georgetown, S. C., and Pocatigo, S. C. For the more leisurely traveler, it passes through an area rich in history and in scenic attractions. In the vicinity of Moncks Corner are such points of interest as the Santee-Cooper Power House, the largest electrical installation south of Niagara Falls; Mulberry Castle, a famous low-country plantation home built in 1714 by Thomas Broughton; and Cypress Gardens, where visitors may walk along the flower banked shore or ride in boats through the vast cypress pond. In Summerville, the highway passes through the city-owned Tea Gardens. Nearby are Middleton Gardens, the oldest landscaped gardens in America, and Magnolia Gardens, famous for the largest collection of camellias in America.



CITY HALL SCENE

RECOMMENDED ACCOMMODATIONS AND PLACES TO DINE

Alart Farms Restaurant and Trailer Park	Lady Lafayette Hotel and Motor Court
Betsy Ross Guest Home and Cottages	Lane's Tourist Court
Drive-In Grill	Lord Colleton Hotel and Coffee Shop
El Rancho Hotel Court	Palmetto Motor Court
Friendly Motor Court	Pine Crest Restaurant
Hotel Hayne	Pullman Lunch
Hotel Hayne Coffee Shop	South Side Tourist Court and Restaurant
Lafayette Grill	Travelers Motor Hotel
Southland Diner	Twinkling Star Restaurant
Mrs. D. B. Black's Home	Cedar Tourist Court

ECONOMY OF WALTERBORO

While Walterboro enjoys great benefits from transient motorists' expenditures, it is not dependent upon this for its prosperity. The city is the county seat of Colleton County and the banking and retail shopping center for most of the 28,250 persons in that rich agricultural county, as well as others from adjoining counties.



GOLF

Lumber, pulpwood, naval stores, produce, watermelons, cotton, tobacco, dairying, and raising of livestock are important factors in the economy of Walterboro, as too are the payrolls of its increasing number of industries.

Progress and growth of Walterboro is reflected in its population increase of 36.3% in the ten-year period of 1940 to 1950. The 1950 population was 4,601 within the city limits. The 1951 city directory listed 7,510 persons in Walterboro and the immediately adjacent residential areas. The city has a low tax rate, splendid water supply, exceptional schools, and churches of every major denomination.

AGRICULTURAL ADVANTAGES

Varieties of soil and favorable weather conditions, plus wise programs of crop diversification enable the farmer here to produce valuable crops every season of the year. Truck produce, watermelons, corn, cotton, and tobacco are leading crops.

There is located in Walterboro a co-operative Colleton County Marketing Authority, that operates a produce marketing shed. This provides a central selling place for the farmers' produce and a central purchasing place for brokers and wholesalers. Recently, rice has been planted commercially in this area. Dairy farming and raising of cattle and other livestock in recent years has become increasingly important and profitable in the Walterboro area.



PLANTATION SCENE

Forest resources are especially valuable, for in this area trees, especially pines, mature more rapidly than in most sections of the nation. Planned planting and cutting are practiced throughout Colleton County as part of the vital conservation program. Forest products are used for lumber, furniture manufacture, plywood manufacture, paper manufacture, railroad cross ties, ship masts, and for naval stores.

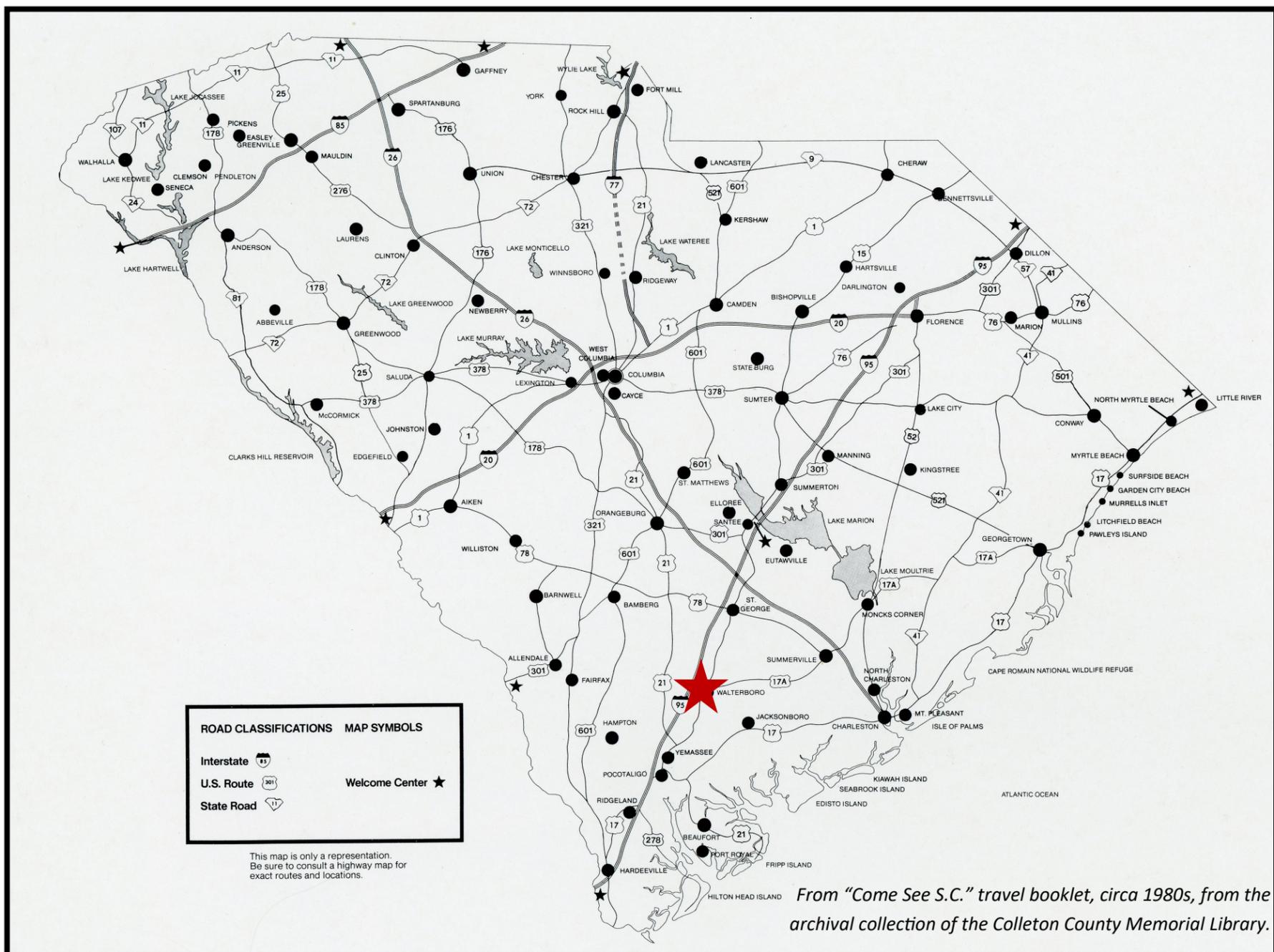
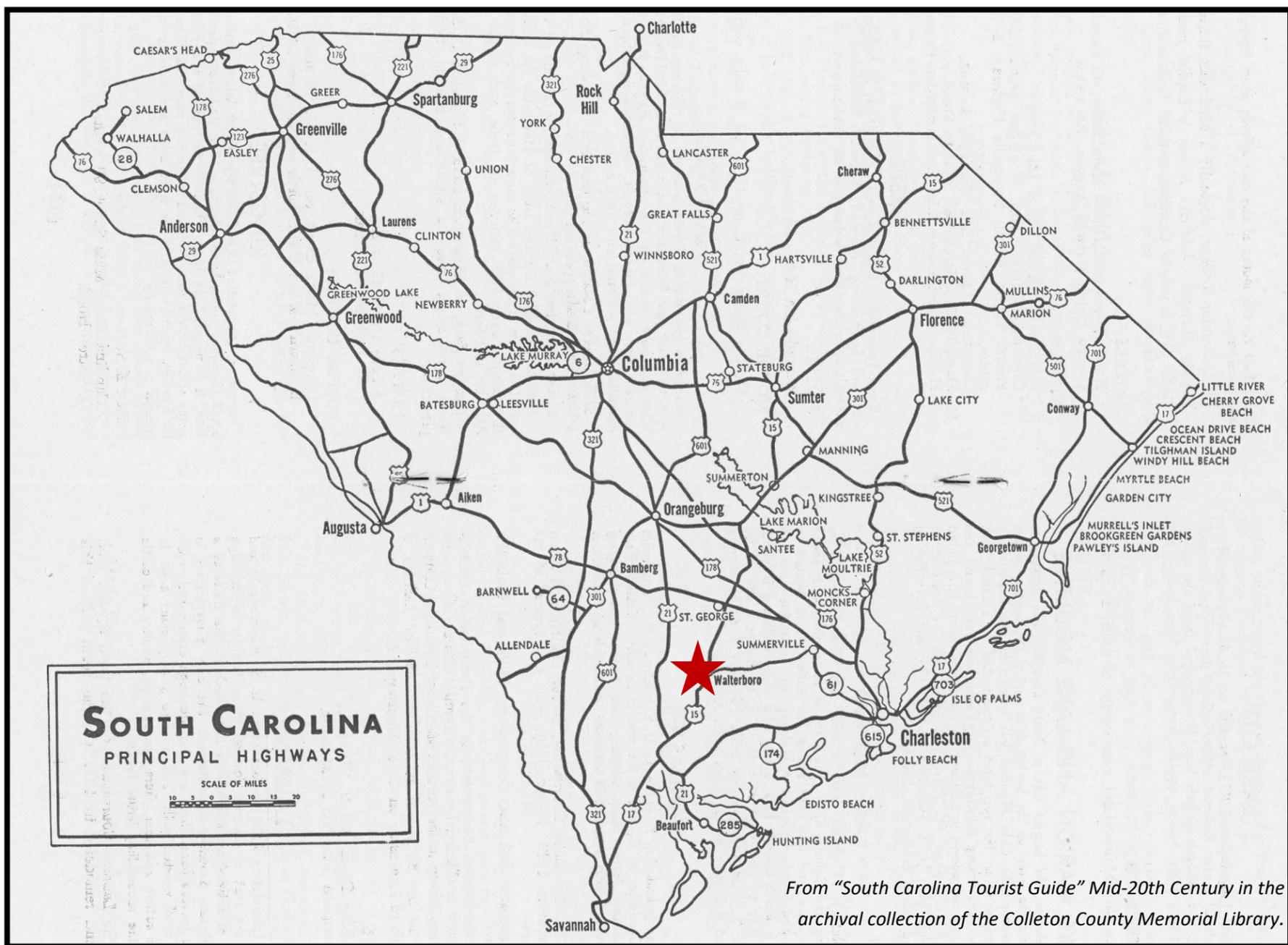
INDUSTRIAL OPPORTUNITIES

Walterboro's story of industrial progress is told in statistics from the 1939 and 1949 census of manufacturing industries, which show growth from 24 small industries with 383 employees in 1939 to 35 growing industries with 874 employees in 1947, manufacturing more than 50 products. The industries are diversified, and range from manufacture of preserves and relishes through making of women's dresses, plywood boxes and crates, to heavy materials.

Important advantages for industrial operation in Walterboro and vicinity are low taxes; an abundance of cooperative native labor, skilled and unskilled, white and colored; an ample supply of raw materials, minerals, water and economical electric power. The South Carolina Electric and Gas Company and the South Carolina Public Service Authority serve the Walterboro section.

The Chamber of Commerce offers prospective industries complete statistical service covering such data as they might desire, and also full cooperation of its civic-minded Industrial Development Committee.

Can You Spot the Difference?



Its all about Interstates! The 1960s tourism map (top) shows the major highways of the time, while the 1980s tourism map (bottom) shows the addition of I-95, I-26, I-20, I-77 and I-85.



Postcards from Route 15

utilizes archival material from the

Colleton County Memorial Library

*(www.ColletonLibrary.org) in Walterboro, SC
along with postcards from a private collection.*

