The Civil War Centennial and the Turbulent Sixties in the Shenandoah Valley

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In Ken Burn’s iconic 1990 documentary on the American Civil War, historian Shelby Foote was asked to express what were some of the lasting designs that remained in the American psyche about the Civil War. Foote grinned and responded that, “As a Southerner I would have to say that one of the main importances of the War is that Southerners have a sense of defeat which none of the rest of the country has.” The idea of a lasting sense of defeat as a defining feature for the areas of the former Confederacy offers an insightful look at the legacies that have defined the multifaceted approaches to how the American Civil War has been remembered from Reconstruction until now.

Perhaps the most pivotal juncture that inflamed the regionalism of Civil War memory was the planning and execution of the Civil War Centennial that was staged to take place during the transformative years of the 1960’s. The effective beginning of the Centennial began on February 27th, 1957, when William Tuck, a Democrat from Virginia, introduced a bill to the House of Representatives that would eventually become the legislation that created a federally mandated commission that would be responsible for overseeing the celebration and commemoration of the Centennial Anniversary of the American Civil War. The federal Civil War Centennial Commission (CWCC) was tasked with organizing a celebration that was historically accurate while taking special care not to inflame any of the sectional differences that led to the conflict 100 years prior. The organizers of the commission set out with the goal of using the celebration of the nation’s Civil War to help grow and cultivate a stronger sense of national identity in the face of international tension with the Soviet Union and the spread of Communism.¹ One of the negative responses to creating a federal commission was a fear from southern states, that the commission would use their tax appropriated funding to force a celebration of Union triumph over the former states of the

The organizers of the federal commission chose to create an infrastructure for the federal branch of the commission that would allow for an open dialogue and opportunity to share power in planning and execution of events with state and local level organizations. This aligned most of the power with the individual state and local commissions; as a result they often broke from the national commissions planned direction, and instead sponsored elaborate celebrations of a “Lost Cause Doctrine” that naturally fanned the growing flames of the Civil Rights Movement while doing little to unite or sanctify the memory of our Civil War.

Of these empowered state commissions, Virginia organized the largest and richest state committee. The Virginia commission alone had three times the tax appropriated funding dedicated to the celebration of the Old Dominion’s Civil War heritage than the entire federal CWCC. The Virginia CWCC chose to center their operations in the Richmond area, creating a highly mobilized hub for local commissions to organize and meet to determine how to celebrate their Civil War. The purpose of this research is to examine how the Shenandoah Valley, a region of vital importance to Civil War history, when given the chance to celebrate its Civil War, chose to focus on its Southern heritage instead of using the opportunity to blur the lines of regionalism, as requested by the federal commission. The goal is to briefly develop an understanding of the “Lost Cause” and how its influence during the Centennial celebration of the Civil War in the Shenandoah Valley was incompatible with the stated and perceived goals of the national committee through examining the few resources that exist on the topic. The evidence of the research will be drawn most significantly from local newspapers and records that remain from the Centennial groups centered in the Shenandoah Valley. The main focus will be on the celebration of Confederate figures and symbols with particular attention to Stonewall Jackson and his role as the key feature of the Valley’s Centennial celebration. Also a considerable amount of time will be spent highlighting the lasting

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manifestation of the Centennial in the Valley through the roadway map project spearheaded by the Winchester area Centennial group that can still be found on the roadways today. The goal is to illustrate how the Shenandoah Valley’s choice in celebration was not a purposeful disregard of patriotism to the United States, but instead a deeply intertwined attachment to a cultural heritage most dominant in the regions of the Civil War South.

The Lost Cause and Southern Revisionist History

When examining any celebration of the Civil War, from the monument dedications of the 1890’s through the current 150th anniversary celebrations, it is vital to remember that there are several nuanced understandings of why the war began, the method in which it was conducted, and the factors that led to Confederate surrender. Within a few years of the war ending, many Southern generals and enlisted men mobilized to make sure the memory of the Confederacy would not be tarnished just because of the Confederate defeat. Most of these former Confederates were active in cementing in the consciousness of social history that the Confederacy was a lost nation whose ideas were noble and the men who fought for the cause were equally as gallant and honorable as those who fought for the Union.3 The remembrance of the Confederacy took on a near religious zeal whose basic tenets are summed up by a leading authority on Southern Civil War Memory Historian David Blight. General Robert E. Lee was centered as a god like figure of considerable virtue. In the pantheon of Confederate generals Lee was beside his right hand man, Thomas “Stonewall” Jackson, a noble and religious figure whose death in May 1863 is credited as a significant turning point in the Confederate opportunity for

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The major antagonist is the shamed General James Longstreet who tarnished his reputation after the war by welcoming Reconstruction and becoming a politician in Lincoln’s Republican party. Longstreet’s role in executing the second days movements at Gettysburg have long been deemed slow and reluctant according to the initial orders by Lee, and as a result the failure to win key positions that would have led to a Confederate victory are cast on Longstreet. Another concrete tenet of the Lost Cause is that the war was not a rebellion to preserve slavery, but instead a last ditch measure to free the Southern states from oppressive fanatical abolitionist politicians. Equally as important to the myth is that the diplomatic measures had not been exhausted before Lincoln raised an army to invade the sovereign Confederacy. If the god like embodiment of Lee and Jackson, the failures of Longstreet, and the absence of slavery as motives for conflict are central to the Lost Cause, they are often complemented by a criticism of both Unions officers and Northern policy makers. These include that Union General Ulysses S. Grant was a butcher who is unfitting of a place near Lee and Jackson in the conversation of great Civil War generals, and that his success was cemented by the overwhelming material and human resources of the Union army made accessible to him, allowing him to throw endless waves of soldiers to their death until the South was coerced into defeat.

Blight insists that the lasting memory of the Lost Cause is due to the fact that Southerners have a deeply intertwined attachment to the Civil War and a tendency to “Not lie, but remember”

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5 Ibid. The criticism of Longstreet finds its origins in when the attack was carried out. Longstreet delayed his attack while waiting for additional troops. Although Lee’s formal orders were issued between 10-11 a.m. on the morning of July 2nd, 1863, Longstreet’s assault did not take place until as late as 4 p.m. Longstreet openly was critical of Lee’s orders, and after the war, many “Lost Cause” originators penned his dissent from Lee’s authority as the sole purpose of Confederate defeat at the high-watermark Battle of Gettysburg.

6 David W. Blight, "Chapter 8: The Lost Cause and Causes Not Lost," in Race and Reunion: The Civil War in American Memory
The Shenandoah Valley unquestionably allowed the memory of the Lost Cause to manifest in its Civil War Centennial celebration as will be shown in forthcoming sections of this essay. The memory of Lee and Jackson were central to the Valley, while the common practice of naming roads and placing markers commemorating Confederate figures and events were key features of the Valley’s Centennial celebration. Specifically for Virginia and the Shenandoah Valley, a commitment to perpetuating the philosophy of the Lost Cause was a means to celebrate their Southern Heritage while for a majority of the Valley’s regional planners, unknowingly creating a barrier that was incompatible with the strong nationalist message being shopped by the federal CWCC. The struggle between the memory of “The Lost Cause” and the goals of the federal CWCC were equally as prevalent in the politics of the Shenandoah Valley and its key political figures during the Centennial years.

**Politics and Civil Rights in the Shenandoah Valley**

At the time of the formation of the federal commission, Virginia politics had been influenced, if not dominated, by a conservative Southern Democrat named Harry F. Byrd. By 1957, Byrd was a twenty-year senior Senator for the Old Dominion, but he had worked his way through the state government, leaving his lasting control once he left his post of Governor before heading into national politics. Byrd’s origins were found in the Shenandoah Valley. At the age of 15, Byrd left high school and salvaged what was left of his father’s small newspaper, *The Winchester Evening Star.* Within five years, Byrd had turned the paper into a flourishing

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8 On the topic of roadways and highway signage as a way to promote Confederate memory see David W. Blight, *Beyond the Battlefield: Race, Memory & the American Civil War* (Amherst: University of Massachusetts Press, 2002), pg. 148.
A profitable business that yielded him the capital he needed to invest into the apple industry in Winchester. These orchards made him the owner of the single most profitable apple growing, packing, and distribution company in the world during this period. Byrd’s political influence was felt statewide, but his ownership of the largest news medium in the Winchester area, and his sizable stake in Winchester’s most marketable commodity made his influence even stronger in the Valley.

Byrd was not directly involved with the CWCC, but some of the political players on both the national level and the statewide level whom were connected to Byrd and subject to political influence were. Regardless of his ties to the CWCC, Byrd was highly involved in the biggest crisis facing a successful Centennial celebration, the Civil Rights Movement. The Civil Rights movement in the Shenandoah Valley had not been defined by the protest and riots that had been documented in the deeper southern states; instead, the Valley unfortunately had been identified more publicly as one of the locations where manifestations of the white response to the integration movement occurred, specifically the policy of Massive Resistance. Massive Resistance was a term coined by Byrd, which called for public schools to close instead of integrate in the wake of the 1954 Supreme Court ruling of Brown vs. Board of Education.

Historian Robert Cook cites the issue of school segregation as a pivotal issue where southern state commissions and politicians used the heightened influence of Civil War rhetoric during the

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10 Ibid.
11 Ibid.
12 William “Bill” Tuck was an ex-Governor of the state who had became a Congressman of Virginia thanks to Byrd’s backing. Tuck was one of the original members of the CWCC. Governor Lindsay Almond was also a product of the Byrd machine and had influence on both the Virginia CWCC and direct ties to members on the federal CWCC.
Centennial years to rally those resistant to integration behind the symbolism of Confederate images and notions.  

This use of Confederate symbolism during Massive Resistance became a reality in Virginia on September 19th, 1958, when Governor Almond closed Warren County High School, a small rural facility twenty minutes from Winchester. The closing of Warren County High School displaced over 1000 students. In the following years fewer than 800 of those students were accommodated into provisional private classrooms that included churches, private homes, and even a museum run by the Daughters of Confederate Veterans; a group that had a history of spreading the “Lost Cause” doctrine, a message the CWCC did not want to convey. There was no effort to try and hide the southern Civil War heritage in these private segregated private schools. In an effort to provide a provisional all white school in Warren County, the citizens of the area mobilized to construct a twenty class room institution aptly named John S. Mosby Academy. The mascot of the Mosby Academy was the Ranger, cleverly named after the men who comprised Confederate Calvary General John S. Mosby’s company of Rangers. 

By 1960, The Virginia Assembly abandoned Massive Resistance and Governor Almond distanced himself from the Byrd Organization. Byrd’s influence was beginning to wean but his conservative values and commitment to racial conservatism in an alienated South were ingrained in his state; no longer within the political reality but instead in the views of a large segment of the Shenandoah Valley’s population. Warren County Postmaster, William Deming, said to an audience of Sons of Confederate Veterans at a February 21st, 1962 meeting, in reference to the

15 Ibid.
16 Mosby’s Rangers had an almost mythical appeal by the Centennial years. There were books and even a television show celebrating the memory of the “Grey Ghost” and his fearless Rangers.
parallels between 1860 and 1960 America, “the North pricked the South, taunted the South, and insulted the South in the hue and cry to abolish slavery….Just as in 1960, the President was elected by a plurality, but not a majority of the vote.” With these sectional lines inflamed by the upward flux of Civil War awareness and a host of issues that correlated with the tensions of pre-Civil War politics (states rights, regional nationalism, race relations etc.), the ability to host a non-biased reverent Centennial commemoration in the Shenandoah Valley was going to be a tall order.

The Centennial in the Shenandoah Valley

As previously mentioned, the design of the federal CWCC left a great power and funding void that was filled with highly organized State Commissions that worked with local Civil War interest groups to bring the commemoration of the war to fruition. Virginia towered over all the other state commissions and challenged the influence of the federal CWCC in both funding and sheer manpower. The federally funded CWCC was given a yearly stipend of $100,000 from 1958 through 1966 and was comprised of twenty presidentially appointed figures that comprised the entire organization. Virginia dedicated $1.6 million dollars in tax appropriated money to the Centennial as well as the private grass-roots fundraising of the 119 local Civil War interest groups that worked directly with the Virginia CWCC. Virginia is the best example of how the design of the Federal CWCC left the organization powerless to dictate a unified message to patrons of the significantly better funded and far reaching influence of the State Commissions.

The federal CWCC was committed to putting on what Historian Robert Cook calls a “Cold War Pageant”. This pageant would promote a commemoration that chose not to celebrate the issues that festered in the sectional conflict, but instead the more united country that emerged

from the war with what was, as President Lincoln put it in his Gettysburg Address, “a new birth of freedom”. The initial goals of the federal commission were largely inline with those of the Virginia Commission. The Virginia CWCC knew that its role was to oversee a celebration that would bring an unprecedented amount of tourism to the state since over 60% of the Civil War’s battles took place within the Old Dominion. The race sensitive topics that were exploding in the South were no issue for the federal CWCC because the first executives of the federal CWCC were Southern sympathizing conservative democrats who were prepared to purposefully advert the focus from topics such as slavery and emancipation. Karl Betts, the first Executive Director of the Commission said in 1959, “We’re not emphasizing Emancipation. You see there’s a bigger theme—the beginning of a new America.” Not all of the members of the commission were unconcerned with the social history within the war, but the goals of the Chairman General Grant III (great-grandson of the Union Commander) and Executive Betts were to highlight the brighter sides of the war while brushing over the dirtier picture. For Virginia, the focus was on tourism and promoting Southern heritage, and the two most powerful men in the federal CWCC were not going to impede on those goals.

The Virginia General Assembly cemented their commitment to promoting Southern heritage tourism when they allotted $600,000 for the construction of a state of the art museum and meeting center for event organizers in Richmond, aptly named the Virginia Centennial Center. The federal CWCC proudly boasted about Virginia’s Centennial Center in a September 1961 newsletter by featuring it on half of a 4-sided newsletter that was sent to the 44 other states

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20 The Committee had dedicated social historians such as Bell I. Wiley and Bruce Catton who were considered part of the “historical” team of the commission, and didn’t emerge until 1962 as more influential, once Grant resigned and Betts was removed from his position.
who had created some sort of state sponsored Civil War Centennial Commission.\textsuperscript{21} With states like Virginia leading the way by dedicating more funds than the federal government, the federal government was powerless to influence how the Centennial celebrations took shape in regions that had intense interwoven connections to Southern heritage and the Confederacy. The power was aligned with the states and localities to fund, organize, and operate their Centennial celebrations however they deemed proper. Virginia was ready to celebrate the sectional conflict in a big way and the Valley region, deemed the “Breadbasket of the Confederacy”, was no different.\textsuperscript{22}

Like many cities, Winchester, Virginia, had a well-organized Civil War Round Table that met monthly and featured speakers on various topics, and even encouraged members to actively research the war and bring their own insights to the discussion. The Winchester Civil War Round Table began in 1956 and was an extension of a Hagerstown, Maryland group that reached out to a local historian, Garland Quarles, to start a group in Winchester.\textsuperscript{23} The Winchester Civil War Roundtable published a monthly newsletter called the “Bandy Ball.” The name references an early variation of the game of tennis, in which a “bandy ball” was hit over a net as many times as possible.\textsuperscript{24} The newsletter’s name was used to highlight Winchester’s distinction as being the town that changed possession between Union and Confederate troops more often than any other single city during the Civil War. Winchester also had a separate group, the Winchester-Frederick County Civil War Commission that was dedicated to promoting events for the Centennial as well as working with the Frederick County Historical Society to preserve important sites.

Winchester’s role within the Civil War itself was one of significance, and the surrounding areas

\textsuperscript{21} “Virginia Centennial Center.” \textit{Civil War Centennial Commission} 4 (September 1961).
\textsuperscript{22} The Shenandoah Valley was commonly called the “Breadbasket of the Confederacy because of its fertile farm land. The Valley produced the majority of the grain used to support Confederate troops.
\textsuperscript{23} “Winchester Civil War Round Tables,” \textit{The Bandy Ball} 2 (June 1961): 3.
\textsuperscript{24} Lewis N. Barton, “Our Newsletters Name,” \textit{The Bandy Ball}, December 1960, pg. 3.
had the luxury of containing several important battlefields and historical sites that made luring people for tourism easier. The city of Winchester itself was very much a Confederate stronghold, and many Centennial era residents of the area had remained largely sympathetic to the Confederate cause due to family stories, descendants, and connections to the area. One of the most influential characters in the cultural make-up of Winchester is John Handley, an Irish born immigrant who lived in Scranton, Pennsylvania. Handley was such a devout southern sympathizer during the Civil War that he had life-size paintings of General Robert E. Lee and Thomas “Stonewall” Jackson in his house, and as a result he was perceived as a rebel spy, although no evidence supports that theory. Handley decided to be buried in Winchester even though he never lived in the area because he wanted to be buried near the unique Confederate Cemetery in Winchester’s Mount Hebron Cemetery. Handley’s love for Winchester and its Confederate heritage led Handley create a trust for service projects in the city. Handley’s trust led to the building of the city’s only high school and public library. Winchester was undoubtedly a town that found its Civil War foundations firmly cemented on Confederate sympathies and southern ancestry.

Organizations like the Daughters of Confederate Veterans were highly dedicated to protecting the memory of their descendants. All of these organizations were intended to commemorate and preserve history while remaining uninvolved in political events. The Turner Ashby Chapter of the United Daughter of the Confederacy (UDC) celebrated the birthdays of both General Robert Lee and Stonewall Jackson every year in a banquet held at the local Best Western that had a restaurant aptly named, the Lee-Jackson. The UDC also used private funds to purchase small confederate flags to place on the graves of the unknown Confederate soldiers in an annual service at Mount Hebron Cemetery every June. Unfortunately, during the turmoil
caused by the Civil Rights Era, the lines between remembrance and political activism were blurred. In December 1959, Pearl Ritenour, a member of the Winchester branch of the United Daughters of Confederate Veterans resigned her membership after the organization gave a monetary donation to a fund that was intended to support private schools in the Warren County Integration Crisis. In a letter penned to the President of the local UDC, Ritenour states her “protest against the Chapter’s part in a controversial political situation” and that she understood the Chapter to be a “memorial organization to function as such and is neither a patriotic or political organization”. The UDC did ask Mrs. Ritenour to reconsider her resignation, but in a response letter to Mrs. Lester D. Arnold, the Secretary of the Chapter, Ritenour gives deeper insight into why she was resigning. Ritenour says although “the contribution to the Warren County Educational Fund was returned does not erase the fact that the chapter let itself be coerced into taking a part in a controversial public matter” and that her “reverence for the Confederacy is in memory of my father, who was in for the duration. Who, sometimes was one of the barefooted ones, who marched in snow and ice, and when in prison had to eat parched corn for food. I honor the stand he took and his convictions that made him stick till the end.” The commitment to the commemoration of the war that memorialized the memory of Southern Heritage instead of using the regions history to engage in political differences by people like Pearle Ritenour could be found all along the Shenandoah Valley. In a June 1960 CWCC Newsletter a similar commemoration is mentioned. The brief story tells about students at Washington & Lee University in Lexington, Virginia (the hometown of Stonewall Jackson and the college that General Robert E. Lee was President of after the war) where students took the

25Pearl Ritenour to Mrs. R. Bruce Slonaker, December 29, 1958, Handley Library, Stewart-Bell Archives, Winchester, Virginia.
26Pearl Ritenour to Mrs. Lester D. Arnold, January 17, 1959, Handley Library, Stewart-Bell Archives, Winchester, Virginia.
chance to celebrate Lee’s main adversary, General Grant’s, birthday with a cake that had 138 candles in front of the school’s chapel. The federal commissions’ official comment was that the act “was in line with doctrine of the commission” because it was “starting something new of national value” instead of “opening old wounds”.  

The Winchester Evening Star was also very proactive in featuring articles that contained information about the Civil War during the Centennial. Harry F. Byrd, who, as previously mentioned, was a true Southern Democrat that was steeped in the tenets of Jim Crow Racism, owned the newspaper. As expected, his vision of Civil War history did make a presence in the headlines that were being published by the paper’s editor, Byrd’s son, Harry F. Byrd Jr. During the first two years of the Centennial, the newspaper featured weekly articles about the Civil War history, kept people abreast to what Centennial events were upcoming, and even made headline news of important dates in Civil War history. The paper seldom made mention of Union victories or celebrated Union generals or even a reference to the Civil War’s most lasting politician, Abraham Lincoln. For example, in February 1963, during the Centennial year of Lincoln’s Emancipation Proclamation and the month of Lincoln’s birthday, the paper fails to make any mention of Lincoln except for a highly politicized back page article criticizing John F. Kennedy and the Democrats for trying to steal the legacy of the Great Emancipator. The paper did offer up a full two-page biographical spread on General Robert E. Lee, celebrating his character and his Virginia roots to the American Revolution a few weeks earlier as seen in the January 17, 1962 edition. This is a perfect example of how Winchester residents were exposed to a Civil War history that purposely glossed over race and emancipation in exchange for a celebration of Southern heritage and pride.

The *Winchester Evening Star* also featured prominent federal CWCC member Bruce Catton, who was highly respected as a social historian, by publishing a four part series of articles that outlined the turmoil that led to the Civil War.\(^{29}\) Articles like these were in step with the aims of the Virginia and National commissions because they perpetuated the notion of the Civil War as a “Brother’s War” that was resolved and strengthened the country moving forward. Catton was the most published author during the Centennial and offered several iconic books of Civil War history. By presenting his narrative of the war as a unifying conflict while maintaining the identity of the South as a formable and honorable foe who was fighting for States Rights over slavery to a large segment of Winchester citizens, the *Star* accomplished the goals of both Commission groups. When asked about Bruce Catton, local Winchester historian Jerry W. Holsworth candidly replied, “*when I was a kid, I only read Catton’s books because he was the only writer that made sense of everything*”.\(^{30}\) Interestingly enough, Mr. Holsworth’s interest in the Civil War has led to him publishing a well-received book about the Winchester area during the Civil War, and employment at the Stewart-Bell Archives at the Handley Library.\(^{31}\)

Winchester’s public library was central in the effort to bring the memory of the Civil War to the residents of Winchester by placing all of its Civil War related selections featured in the lobby of the library for easy access during the early years of the Centennial, per request of the Winchester Civil War Roundtable.\(^{32}\)

The other newspaper available to Shenandoah Valley residents was the *Northern Virginia Daily*. The *Daily* featured far fewer articles about the Centennial but did make news of meetings


\(^{30}\) Jerry H. Holsworth, "*Brief Conversation about the Centennial,*" interview by author, April 4, 2012.

\(^{31}\) Holsworth was declared the 2012 “Historian of the Year” by the Frederick County-Winchester Historical Society for his book “*Civil War Winchester*”. The book was used in research for this paper and can be found in the Works Cited section.

and social gatherings for organizations like the UDC and Reenacting groups like the Valley Rifles. Most of the features about the Centennial are found in the editorial section of the Daily, and are comprised of small tidbits from AP writers or the occasional letter to the editor. In an editorial on February 24, 1961, taken from a Montgomery, Alabama newspaper, the Daily featured a clip called Centennial Joy where the author comically presents his stance on the Centennial. The author pines “Right now is a celebration as Southerners imagine themselves 100 years ago as part of a Confederacy that expected to knock off the federals with a few swift strokes” but “as the Centennial proceeds to the anniversaries of Shiloh, Gettysburg, and finally Appomattox, it becomes unmistakably a commemoration. So swing it now- before the war gets started”.33 The paradigm of Southern states celebrating their initial successes vibranty before commemorating the Confederacy’s collapse was prevalent and highly visible in the Shenandoah Valley due to the area being a central feature in the life of one of the Civil War’s most celebrated men, General Stonewall Jackson. In a letter to the editor featured on January 24th, 1961 in the Northern Virginia Daily, the anonymous author puts into perspective the appeal of the area to tourist and the need for the area to celebrate its unique hero in Stonewall Jackson. The author stresses the local Centennial celebration “must be tied to the military exploits of Stonewall Jackson and his brave army” and that “who can say what is the limit in lucrative tourist dollars which may be lured into the Valley with the proper development of our shrines to the War Between the States!!!”34

Stonewall Jackson, The Valley, and Company K.

The local Centennial Commission did exactly what the unknown author in the *Daily* editorial suggested by making Stonewall Jackson the feature of the Valley’s Centennial Celebration. Winchester and the Shenandoah Valley suffered more tragedy than triumph during the Civil War. The city was a favored location to export wounded and dying men after some of the most devastating battles, including Gettysburg, Second Bull Run, and Antietam. By the end of the war, the Valley was ransacked and destroyed by Union General Phillip Sheridan in cooperation with the new direction of total war taken by Grant and Sherman. The greatest and most important connection the Valley had to the Civil War was its involvement in Stonewall Jackson’s legendary maneuvers that made up his 1862 Valley Campaign. In short, the campaign kept vital troops from aiding in the Union’s early Peninsula Campaign to take Richmond, and the mystique that surrounds the series of engagements is due to the fact that Jackson was often outnumbered, under provisioned, and always on the run from superiorly armed Union troops.

The 1862 Valley Campaign has been credited in lengthening the war and making it possible for the Army of Northern Virginia to reach successes that were considered impossible early on in the conflict.

The first move in celebrating Jackson was to secure his headquarters in Winchester, where he was moved to in November of 1861 and made commander of the units in the Valley, to make it a tourist attraction. The site was secured and maintained by Stonewall Jackson Memorial Inc. in September 1960, a group headed by a Civil War enthusiast who recognized the tourist value of the location. The group was tirelessly committed to authenticity in the original furniture and details of the site. The group went as far as to secure the very table that Jackson used during his stay, and marketed the addition as the exact spot where many of his battle plans
were constructed. In June of 1963, the Federal CWCC newsletter crowned the Stonewall Headquarters as “one of Virginia’s most popular sites” and mentioned that it drew almost 1200 visitors in the first three months of 1963 alone.

The local Centennial groups also took a grassroots idea of a “Valley Circle Tour”, a well-marked tour that highlighted all of the triumphs of Jackson’s 62’ campaign, as well as the final exhaustive surges of the Confederacy in the 1864 Valley Campaign that featured the greatly-scorned Union General Phillip Sheridan and the celebrated Confederate Calvary General Jubal A. Early, and made it a reality. The idea was initially featured in a letter to the editor featured in the Northern Virginia Daily on January 28th, 1961. By March 1961 the idea had evolved into a series of road markers that included interactive electronic maps marking and highlighting troop movements and important events in the Valley Campaign. An article in the Winchester Evening Star from March 23rd, 1961 states that the project would premier a “pageant or dramatic presentation” that would “highlight the Valley Campaign of Stonewall Jackson”. A Winchester lawyer named Dabney Watts who was the head of the Shenandoah Valley Centennial Commission, Winchester-Frederick County Centennial Commission, and a member of the Winchester Civil War Round Table headed the project.

Winchester’s special bond with Stonewall Jackson was undeniable. Local Winchester historians have combed the diaries of many local residents who lived in Winchester during the Civil War who were concerned during Jackson’s evacuation of the city during the First Battle of Winchester, and mourned at the news of his death after the Confederate success at Chancellorsville. Residents of Centennial Winchester were only a couple generations removed

from their ancestors who invested great faith in Jackson, as both protector of the Valley and a
great man of the lost Confederacy. Winchester was even the home to Dr. Hunter McGuire, who
was Jackson’s personal physician and surgeon who amputated his arm before his death in May
1863. Several of the companies that comprised the famed Stonewall Brigade were mustered from
the counties in the Valley. By the spring of 1961, the commemoration of Jackson’s contribution
to the Civil War would turn into sheer pageantry.

Winchester’s feature event, the Apple Blossom Festival, even partook in celebrating the
Centennial. The Apple Blossom Festival is an annual event that began in Winchester in May
1924 to celebrate Winchester’s rich tradition as a leading apple producer. By the 1950’s, the
festival had grown into a week long celebration, featuring parades, celebrities, and carnival
fanfare that brought the majority of the areas citizens together in celebration. The 1961 festival
planners took the opportunity to pay tribute to Jackson and expose festival goers to a Centennial
celebration. The front-page headline of the March 25th, 1961 *Winchester Star* announced the
much anticipated Queen for the 34th festival, Katherine Creech, the great-great granddaughter of
Stonewall Jackson.39 This Apple Blossom Festival featured a Centennial inspired program that
included a visit from Federal CWCC Executive General U. S. Grant III and an escort by the
recently reactivated Company K of the 5th Virginia who were a group of re-enactors that
portrayed a group from the Stonewall Brigade.40 The Civil War theme was not a new feature of
the Apple Blossom Festival during the Centennial years. The 1960 Festival featured a full sham
battle on the football field of Handley High School, complete with both Yankees and
Confederates in a staged fight including artillery fire from period cannons.41 Such public

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40 Shenandoah Apple Blossom, *34th Festival Program* (Winchester, Virginia, 1961)
41 Shenandoah Apple Blossom, *33rd Festival Program* (Winchester, Virginia, 1960)
spectacles were great instruments for gaining the interest of adults while exposing the youth of the city to the Centennial celebrations.

The 1961 Festival also featured a small five-act play that portrayed the history of the Shenandoah from Settlement to the Depression. The play was authored by the Winchester Public Schools Superintendent, Winchester Civil War Round Table member, and known segregationist, Garland Quarles. The play featured all levels of students from grade school to high school and was directed by students from Shenandoah College, which is now Shenandoah University. The work managed to bypass the issues of slavery in its portrayal of the Civil War years, and manages to only highlight the bravery of the men and the nobility of their dedication to Virginia’s State Rights.

The Reenacting Unit Company K became a staple at many of the Centennial’s sham battles. John H. Quick was the unit commander and bore an uncanny resemblance to Stonewall Jackson with his thick beard and brass-embellished saber. The unit was dedicated to presenting the most authentic representation possible and required all members to sign a contract ensuring they would be available for drill and promised to wear accurate period uniform with respect and dignity. The unit also worked along with a re-activated artillery unit called the Newtown Artillery Unit. The units gave demonstrations all around the area when they were not participating in Centennial Reenactments. On October 7th, 1960, Sergeant Fred Stotler recorded on official Company K letterhead that his unit was going to perform a demonstration at a half

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42 Shenandoah Apple Blossom, 34th Festival Program (Winchester, Virginia, 1961)
43 Ibid.
44 John H. Quick, 124 WFCHS, Stewart-Bell Archive, Handley Library, Winchester, VA.
time show for a James Wood Football game in Frederick County.\textsuperscript{46} By making Company K accessible to the youth of the area, legions of children and young adults were becoming interested in the Civil War and its observance. The local chapters of the United Daughters of the Confederacy and the Winchester Civil War Roundtable offered essay contest with cash prizes to elementary and above students to encourage them to do their own private research into the war. Company K inspired one young Winchester resident who was twelve years old in the summer of 1962. Phil Zuckerman took a pencil and piece of lined notebook paper and wrote in his best cursive to John Quick for permission to join the regiment. He assured Quick “I have a uniform and a gun, but it isn’t real” and if “I can’t be a soldier, I’ll be a drummer boy” who although “not as good as the others, I can try my best.”\textsuperscript{47} Both children and adults of the Shenandoah Valley were highly exposed to the Centennial observation in the first few years in large part due to Apple Blossom planners and the high level of activity by Company K.

\textbf{Legacy of the Centennial}

The Federal CWCC experienced a significant facelift by the conclusion of the Centennial’s second year in 1961. The National Committee ran into trouble finding a place to meet in the host city of Charlestown, South Carolina in April 1961 because the hotels capable of hosting a conference of that size refused to accommodate African Americans from Northern Commissions.\textsuperscript{48} Chairman Grant and Chief Executive Betts refused to stress the relocation to a desegregated facility, and after a national publicity nightmare, the two were dismissed from their

\begin{itemize}
\item \textsuperscript{46} Fred Y. Stotler, \textit{James Wood}, October 7, 1960, List of Participating Members, Company K, 5th Virginia Infantry—Stonewall Brigade Reenactment Unit Papers, 1471 THL, Stewart Bell Jr. Archives, Handley Regional Library, Winchester, VA, USA.
\item \textsuperscript{47} Phil Zuckerman to Mr. John Quick, January 16, 1963, Handley Library, Stewart-Bell Archives, Winchester, Virginia.
\end{itemize}
duties within the CWCC. Their replacements, Allen Nevins and Robert “Bud” Robertson were both liberal historians who felt that the commission had taken a negative path by promoting sham battles and pageantry over a more reserved memorial of the war. The costly reenactment of 1st Bull Run at Manassas Junction Virginia cost over $200,000 to put on and was highly ridiculed by enthusiasts because it placed vendors of Civil War themed toys and memorabilia on the very field that the battle took place. With the “historians” in place at the helm of the CWCC, the Centennial never fully bounced back to the levels of influence and exposure it enjoyed in the beginning of the celebration.

The shift to a more historically based observation aligned more with the Civil Rights platform of President John Kennedy. To answer the calls of black historians like John Hope Franklin who wrote “while the war is over, the battle to free man’s mind and his actions of hatred and racial bigotry has not been won” in a April 1962 critique of the Centennial; from that point the new look of the CWCC would be more concerned with the history of African Americans involved in the Civil War. The Southern States initially had the greatest interest in the Centennial, but as the years of 1963-1965 began to come and go, there were fewer successes for the Southern States to commemorate as the tide of the Centennial turned toward the events that celebrated a Union victory. The Southern states, including Virginia, became largely disinterested in celebrating their past defeats, and the nation that had won was largely sick of the bad publicity of the early CWCC and distracted by the Civil Rights Movement, the assassination of a President, a Cold War, and a influx of troops in Vietnam.

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The Shenandoah Valley celebration did not keep its momentum up into the latter years either. The length of the “Bandy Ball” newsletter became shorter and shorter. The Apple Blossom Festival featured a “Department of Civil War Centennial Observance” in its planning committee for all five years of the Centennial, but did little to present the Civil War in the limelight like it had in 1960 and 1961. There was the annual reminder of Lee-Jackson day, a Southern equivalent to Presidents Day, where the birthdays of Stonewall Jackson and General Robert E. Lee are remembered, but the full-length articles began to shrink. The headlines were shifting in Winchester, as massive resistance and Civil Rights competed for the headlines with budget shortfalls and Soviet expansion. The celebration of the Shenandoah Valley’s Civil War heritage lost steam.

Conclusions

On the cover of the 1965 Apple Blossom Program, the last major event in Winchester during the Centennial years, there is a telling picture that graces the booklet. In front of a backdrop of Shenandoah Valley tourist sites, there is an attractive young lady. She is a picturesque blonde with ruby red lips who fully embodies the beauty of a pin-up era model that seems to be posing for a picture. In the picture she is wearing the uniform of a Civil War soldier, outfitted with a kepi hat, a wool top that is modified to accentuate her female form, and all the brass buttons and insignia of a proper Civil War soldier. The most interesting feature of the woman’s outfit is that she is divided down the center. Blue on the right and grey on the left, with a belt buckle that is both CSA and USA. The profundity of this picture shouldn’t be lost. Perhaps this picture depicts something deeper than a tourist girl in the Shenandoah Valley, but instead a

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52 Shenandoah Apple Blossom. 37th Apple Blossom Festival Program. 1965.
symbol for what the past 100 years of Civil War observance had been. The Centennial offered a beautiful opportunity to unite and mend the sectional difference of the war, but instead those divisions remained as apparent as the colors of her clothing. For the Shenandoah Valley, the Centennial wasn’t purposefully exploited to rally support for segregation and racial conservatism just as the celebration failed to unite American citizens against the threat of Communism as the original CWCC has envisioned. Instead the celebration coexisted with Civil Rights and the tensions of the Cold War but remained largely independent and unconnected. The Centennial only reinforced the Shenandoah Valley’s connection to a Civil War memory that reserves a special revered place for Southern heritage and figures like Jackson and Lee. The two competing hues in the uniform of the girl on the 1965 Apple Blossom Program shows a division much like the division between the North and South, the Federal Commission and State Commissions, and even the Centennial as a whole before and after the dismissal of Grant and Betts. The legacy of the Shenandoah Valley Centennial can be found in that featured portrait. A beautiful geographical area still finding it’s cultural identity somewhere between the “Lost Cause” and a nation celebrating a “new birth of freedom” against a backdrop of historical tourist attractions in the fruitful and fertile Shenandoah Valley.
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