

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Name of Property

County and State

Section number _____ Page _____

Name of multiple property listing (if applicable)

SUPPLEMENTARY LISTING RECORD

NRIS Reference Number: 100003949

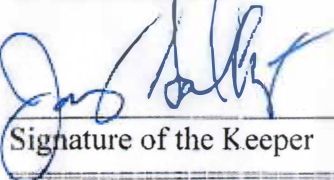
Date Listed: 5/17/2019

Property Name: Gateway Lanes

County: Alcorn

State: MS

This property is listed in the National Register of Historic Places in accordance with the attached nomination documentation subject to the following exceptions, exclusions, or amendments, notwithstanding the National Park Service certification included in the nomination documentation.



Signature of the Keeper

5-17-2019

Date of Action

Amended Items in Nomination:

Section 8: Areas of Significance

Social History is hereby deleted as an area of significance.

While the nomination does explain the change in societal attitudes toward bowling, going from a male-dominated, "seedy" game to a family-friendly activity in the post-World War Two era, the nomination does not address the specific and important associations with the nominated property. There is no context for the availability of social and recreational activities open to women and families in the Corinth area before the Gateway Lanes opened and whether the new venue had a significant impact in social norms of the area.

The Mississippi State Historic Preservation Office was notified of this amendment.

DISTRIBUTION:

National Register property file

Nominating Authority (without nomination attachment)

United States Department of the Interior
National Park Service

Listed - May 17, 2019

National Register of Historic Places Registration Form

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in National Register Bulletin, *How to Complete the National Register of Historic Places Registration Form*. If any item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions. Place additional certification comments, entries, and narrative items on continuation sheets if needed (NPS Form 10-900a).

1. Name of Property

historic name Gateway Lanes

other names/site number Plaza Lanes

Name of Multiple Property Listing N/A

(Enter "N/A" if property is not part of a multiple property listing)

2. Location

street & number 2001 E. Shiloh Road not for publication

city or town Corinth vicinity

state Mississippi county Alcorn zip code 38834

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended,

I hereby certify that this nomination request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60.

In my opinion, the property meets does not meet the National Register Criteria. I recommend that this property be considered significant at the following level(s) of significance: national statewide local

Applicable National Register Criteria: A B C D

Kate Bluff March 21, 19
Signature of certifying official/Title: State Historic Preservation Officer Date

Mississippi Department of Archives and History
State or Federal agency/bureau or Tribal Government

In my opinion, the property meets does not meet the National Register criteria.

Signature of commenting official Date

Title State or Federal agency/bureau or Tribal Government

4. National Park Service Certification

I hereby certify that this property is:

entered in the National Register determined eligible for the National Register

determined not eligible for the National Register removed from the National Register

other (explain:)

Signature of the Keeper Date of Action

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5. Classification

Ownership of Property
(Check as many boxes as apply.)

Category of Property
(Check only **one** box.)

Number of Resources within Property
(Do not include previously listed resources in the count.)

- private
- public - Local
- public - State
- public - Federal

- building(s)
- district
- site
- structure
- object

Contributing	Noncontributing	
1	0	buildings
		site
		structure
		object
1	0	Total

Number of contributing resources previously listed in the National Register: 0

6. Function or Use

Historic Functions

(Enter categories from instructions.)

Recreation and Culture: sports facility

Current Functions

(Enter categories from instructions.)

Recreation and Culture: sports facility

7. Description

Architectural Classification

(Enter categories from instructions.)

No Style

Materials

(Enter categories from instructions.)

foundation: Concrete
walls: Steel, brick, concrete

roof: _____
other: Vinyl, glass

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Narrative Description

Summary Paragraph (Briefly describe the current, general characteristics of the property, such as its location, type, style, method of construction, setting, size, and significant features. Indicate whether the property has historic integrity.)

Plaza Lanes bowling alley is a 1-story, commercial structure with an asymmetrical front-facing gable and rests on a concrete block foundation. Exterior walls were originally corrugated steel, though a multicolored brick veneer has been applied to the south and west elevations – a large parking lot also extends on these two elevations. The main entrance is located on the left side of the south elevation sheltered by a porte-cochere, aluminum and plate glass doors and windows extend in a ribbon-like pattern. To the right of the porte-cochere, a vertical, metal signboard is a defining feature of the building. Though a few cosmetic alterations have been made to the exterior, the interior remains very intact. Sixteen original Brunswick lanes, restaurant, and front desk are all in the original configuration.

Narrative Description (Describe the historic and current physical appearance and condition of the property. Describe contributing and noncontributing resources if applicable.)

Corinth is a relatively small city of 14,643 people located in Alcorn County, Mississippi, and is situated in the northeast region of the state, just five miles south of the Tennessee state line. Neighboring cities include Booneville to the south, luka to the east, and Ripley to the west.

Plaza Lanes, originally Gateway Lanes, is a 16-lane bowling alley located roughly two miles northeast of downtown Corinth. The building is situated on a large lot on the north side of E. Shiloh Road and is set back from the road to provide for an ample parking lot. The parking lot is located to the south of the structure and wraps around the length of the west-facing elevation. N. Parkway Street, located three lots to the west acts as the dividing line on E. Shiloh Road that separates a primarily residential area to the west and the commercial corridor that extends east.

Plaza Lanes is a detached, one-story, commercial structure of steel frame construction with a concrete block foundation. The original building, constructed in 1960, is rectangular in plan and has a circa 1965 rectangular addition projecting from the north (rear) elevation. A porte-cochere sheltering the main entrance was also a later addition made to the original structure. The exterior of the original building was comprised of corrugated steel metal siding on all four elevations, however, a multi-colored brick veneer was applied to the south and west elevations circa 1985, along with the porte-cochere addition.

The roof is of corrugated metal and is low-pitched with an asymmetrical, front-facing gable. The ridge of the roof is anchored to the right on the north elevation and slopes down to the left. Though limited ornamentation is present, a major focal point of this façade is the white, wooden “Plaza Lanes” sign that is applied directly to the building’s exterior wall. Vinyl fascia and soffits have been applied, accentuating the asymmetrical roofline. The downward slope of the gabled roofline is broken by the original metal, vertical sign board depicting the word “B O W L.” The sign board is of the same corrugated metal that was originally applied to all four elevations. Just to the left of the sign board is the added porte-cochere that shelters the main entrance. The porte-cochere is supported by brick piers, and capped by a truncated mansard roof of vertical vinyl siding. The columns are in-kind with the brick present in the veneer, which supports the claim that the porte-cochere and veneer were done at the same time. There are double doors on the far right of the front elevation accessing the mechanical area of the bowling alley.

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Though the porte-cochere was an addition, the entryway sheltered under it and windows that extend to the left are original. The commercial aluminum entry doors are framed by plate-glass sidelights on each side and have very narrow transoms above the double doors and sidelights. The windows are large, metal-framed commercial windows, with one to the right of the entryway, and four extending to the left; these are the only windows on any exterior wall. Vertical vinyl siding extends above the four windows, left of the entry, and ends where the porte-cochere roofline attaches to the structure.

The west elevation of the Plaza Lanes bowling alley shows the extension of the brick veneer to the end of the original building. The 1965 rear addition is also visible from this elevation, though it is recessed from what would be considered the original structure. Three single steel doors that access offices, maintenance, and kitchen areas are not used by the general public. The addition that can be seen on the far left of this elevation is comprised of concrete block resting on a poured concrete foundation and is accessed by a set of steel double doors, for a total of four entryways on the west elevation.

The north (rear) elevation is primarily the 1965 concrete block addition, though it does not stretch across the entire length of the original building but is centered on the original building. The addition has very few details, with no windows or doors present. The exterior siding visible on the original section of the building is the original corrugated steel. The roofline on this elevation, like the front, is gabled. The gable end contains horizontal vinyl siding.

The east elevation is the best example of the original corrugated steel siding. The elevation has no windows or doors, but the concrete block foundation of the original structure can be seen. The fascia on the south and east does not continue around to this elevation, but a metal gutter system is present. On the far right of this elevation, the addition is visible, however, unlike other elevations, the concrete block has been covered by horizontal vinyl siding. The siding appears to be the same that was present in the gable end on the North elevation.

Entering Plaza Lanes, the interior is a large open space with the 16 original Brunswick Lanes located to the right along with the spectator area. Immediately to the left after entering Plaza Lanes is the restaurant. It is separated from the bowling area by metal-framed commercial windows, similar to that of the exterior. This area provides the only natural light in the bowling alley. Inside the restaurant, the original, L-shaped counter separates the kitchen equipment from the dining area. Wood paneling inside of the restaurant area extends throughout the bowling alley interior. Past the restaurant is the original reception area and a series of rooms that include two offices, a room for storing bowling and billiards merchandise, men's and women's bathrooms, and storage/maintenance rooms. The mechanical area of the bowling alley is accessible by a long hall on an east-west axis located to the left of the lanes. The hall is lined with original Brunswick bowling lockers and extends down the back wall of the original building and wraps around to provide access to the bowling machinery. The mechanical area shows exposed areas of the steel frame structure. The rear addition made to the bowling alley circa 1965 houses a game room and billiard room. The addition is slightly raised from the rest of the bowling alley and can be accessed via a wide entryway on the back wall, to the left of the mechanical access hall.

Overall, the Plaza Lanes bowling alley proves to be an intact example of a modest bowling alley built during the postwar era. Though the exterior of Plaza Lanes has undergone a few alterations since its 1960 construction, including that of a rear addition and the application of brick veneer to two elevations as well as the porte-cochere addition, the modifications have not substantially detracted from the overall integrity of the bowling alley exterior, which was never the focus of the business. Furthermore, the interior has undergone minimal alterations since its construction date aside from a few cosmetic changes and the addition of computer scoring systems.

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8. Statement of Significance

Applicable National Register Criteria

(Mark "x" in one or more boxes for the criteria qualifying the property for National Register listing.)

- A Property is associated with events that have made a significant contribution to the broad patterns of our history.
- B Property is associated with the lives of persons significant in our past.
- C Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.
- D Property has yielded, or is likely to yield, information important in prehistory or history.

Criteria Considerations

(Mark "x" in all the boxes that apply.)

Property is:

- A Owned by a religious institution or used for religious purposes.
- B removed from its original location.
- C a birthplace or grave.
- D a cemetery.
- E a reconstructed building, object, or structure.
- F a commemorative property.
- G less than 50 years old or achieving significance within the past 50 years.

Areas of Significance

(Enter categories from instructions.)

Entertainment / Recreation

Social History

Period of Significance

1960-1969

Significant Dates

1960, 1965

Significant Person

(Complete only if Criterion B is marked above.)

Cultural Affiliation (if applicable)

Architect/Builder

Gateway Corporation – Unknown

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Statement of Significance

Statement of Significance Summary Paragraph (Provide a summary paragraph that includes level of significance, applicable criteria, justification for the period of significance, and any applicable criteria considerations).

Plaza Lanes is locally significant under Criterion A in the areas of Recreation and Culture and Social History. Its period of significance extends from its opening in 1960 to its 1969 sale to the Rizutti family. Plaza Lanes was the first modern commercial bowling alley in Corinth, Mississippi. The original owners, Gateway Corporation, utilized the expertise of the Brunswick Corporation to design and install the modern bowling alley – including equipment for 16-lanes, a full service restaurant, nursery, and locker rooms. The Gateway Corporation sold Gateway Lanes in 1965, which resulted in a name change and an addition for billiard tables at the rear of the building. The 1960s period is significant in the social history of Corinth as several shifts were occurring within general demographics of bowling as a sport. After WWII, bowling had become a socially acceptable sport, and advancements in technology made it much more accessible to the general population. Corinth had a great deal of industry, with a large working-class and middle-class demographic. Bowling was an appealing activity because of its affordability and its social qualities. League bowling became popular during this decade and continued into the 1970s. Additionally, the “modern” bowling alleys started marketing towards women. With the incorporation of nurseries and mixed and female leagues, bowling became more popular in Corinth amongst the female population than the male. Plaza Lanes has retained an extraordinary amount of its original fabric and continues to act as a recreational hub for the Corinth community.

Narrative Statement of Significance

 (Provide at least one paragraph for each area of significance.)

Corinth, Mississippi

Corinth, Mississippi has been built on industry since its founding in 1855. Originally a small settlement known as Cross City, the community was established following the survey of an area just south of the Mississippi/Tennessee border where the Memphis & Charleston and Mobile & Ohio Railroads were to intersect. The town grew quickly, and the success led to a name change from Cross City to Corinth. Corinth's location at a major railway intersection meant a lot of activity during the Civil War, resulting in a siege in May 1862 and the battle of Corinth in October, 1862. These engagements are memorialized by the nearby Corinth Battlefield, a unit of the Shiloh National Military Park. By the end of the war, an estimated 300,000 soldiers passed through town and surrounding area.¹

During Reconstruction, Corinth became a hub for industry, and many corporations and manufacturing companies made Corinth home. This growth continued into the middle of the 20th century.² Much of Corinth's 20th century industrial development was a direct result of the election of Hugh White as governor following the Great Depression. Governor White was responsible for developing a recruitment program, known as “Balance Agriculture With Industry” or BAWI, that invited industrial leaders to establish non-farming industries in Mississippi. Corinth took part in this industrial recruitment program during the 1950s and saw tremendous physical growth with new banks, schools, shopping centers, subdivisions and industrial plants.³ A 280-acre industrial park was constructed in 1961 to provide a centralized location for the new industries and manufacturers that were developing in the area.

A 1962 interview with Corinth School Superintendent, Julian Prince, best describes the industrial success and growth that Corinth was experiencing and the effect of the new jobs and business leaders in the community:

¹ “Corinth, MS Chamber of Commerce: History,” Town Square Publications, accessed December 27, 2018, <http://local.townsquarepublications.com/mississippi/corinth/02/topic.html>.

² Ibid.

³ Fannie Black Ladd, “He says state usually ‘out of step’ with rest,” *The Charleston Sun-Sentinel*, December 16, 1962, 4.

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These programs [BAWI] have been presented by the Wurlitzer Corporation manufacturers of electronic organs, presently employing 500 and expanding their floor space by an additional 100,000 square feet; the Kellogg Division of I. T. & T., employing 260, manufacturer of telephones and shortly planning to ask for a bond election to double their plant size and they are closing their Chicago plant and moving to Corinth; Southbridge Plastics, a plant soon to be in operation, manufacturing sheet plastic and employing 350 men; Garan, Inc., manufacturers of men's sportswear, will soon occupy a new plant and employ over 300 women; Berry Hydraulics, manufacturers of hydraulic motors, employs 150 skilled laborers and is presently building a new plant in the Corinth Industrial Park without a bond issue.

All five of these industries are located in the Corinth Industrial Park. Other Corinth plants which presented programs in this series are King Manufacturing Company, a local tool and die works employing 35; Gateway Corporation, one of the nation's largest manufacturers of broom and mop handles, employing 75; Corinth Forms, Inc., mass producers of printing forms and employing 60; Weaver Pants Corporation, manufacturers of McGregor slacks, employing 700 women; Corinth Manufacturing Company, manufacturers of men's shirts, employing approximately 300; and the Corinth Brick Co., employing approximately 30 men.⁴

History of Bowling

Crude forms of bowling, like many sports, can be dated back as early as ancient Egypt. Evidence indicates that variations of bowling surfaced in parts of Europe, and it is likely that English, Dutch, and German settlers are responsible for bringing their versions to America.⁵

Early in America's history, bowling was not a welcomed recreational sport, as it was often associated with betting and gambling; in 1840s Connecticut, bowling was actually illegal due to its association with gambling. Though there is some uncertainty surrounding how the modern day tenpin game evolved, records show that it was prevalent by the late 19th century.⁶ The American Bowling Congress (ABC) was established in 1895 and is responsible for standardizing rules and organizing the sport in a way that has remained constant to the present day. The Women's International Bowling Congress (WIBC) followed shortly after ABC and was organized in 1916.⁷

Having the game standardized allowed the sport to gain traction, and it spread in popularity throughout the country. The first certified commercial bowling alleys surfaced around this same time, with the oldest existing commercial alley dating to 1908 in Milwaukee, Wisconsin.⁸ Much of bowling's growth can be attributed to the fact that it appealed to the masses, including women, and as technologies advanced, it became more accessible. The most significant factor in the growth of the bowling industry was the development of the fully automatic pinsetter in 1952. The commercial version was released in 1956 by Brunswick Automatic Pinsetter Corporation and that revolutionized the way bowling alleys operated.⁹ Bowling alleys were no longer dependent on pin boys, who – until this point – manually reset the pins for each frame. Though the automatic systems were expensive, they were efficient and, in time, saved proprietors money on labor.

⁴ "Corinth Story Worth Emulating Down Here," *Enterprise-Journal*, Thursday, May 3, 1962, 2.

⁵ "History of Bowling," The Bowling Museum and Hall of Fame, accessed December 10, 2018, <https://www.bowlingmuseum.com/Visit/Education/History-of-Bowling>.

⁶ Ibid.

⁷ Tom Gage, "Glory days fade, but bowling won't be kicked to the gutter," *The Detroit News*, March 14, 2014, <https://www.detroitnews.com/story/sports/2015/03/13/glory-days-fade-bowling-kicked-gutter/70304796/>.

⁸ Katherine Flynn, "The Holler House in Milwaukee," National Trust for Historic Preservation, September 18, 2014, <https://savingplaces.org/stories/historic-bars-holler-house-milwaukee#.XFm4a6pKgdU>.

⁹ "Information Report No. 110: Bowling Alleys," *American Society of Planning Officials - Planning Advisory Service*, May 1958, 2-4.

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In 1958, the American Society of Planning Officials stated: "The bowling alley is fast becoming the most important – if not the most important – local center of participant sport and recreation." A major contribution to the development of the sport was its affordability. It was widely popular amongst the middle-class, men and women alike. Postwar or "modern" bowling alleys were referred to as "the poor man's country club," and many of these alleys were constructed outside of city centers and in the suburbs where middle class families resided. The modern alleys provided much more than bowling – they were considered luxurious in that they offered air conditioning (which was essential in the South), elaborate pin-setting and scoring equipment, restaurants, nurseries, often bar or cocktail lounges, comfortable seating, and parking areas.¹⁰

Social History and Bowling

Early bowling in America was dominated by the male population, since it was not always considered to be a wholesome, recreational activity (considering its roots were the focus of betting and gambling). However, as time progressed and it became more commercialized, these connotations dissolved and it became a socially acceptable sport. League bowling became increasingly popular and the American Bowling Congress Membership Analysis from 1958 reported the following league types: house leagues; mixed leagues (which meant men and women competed together); religious group leagues; industry leagues; business leagues; government leagues; fraternal group leagues; veteran leagues; and various social group leagues. The variety of social groups involved in league bowling shows just how much the sport had expanded into the working and middle classes.¹¹

This expansion not only crossed into various male social groups, but simultaneously targeted women and younger people, advertising to the common housewife by the 1950s. Bowling alleys that were constructed in the suburbs were built in commercial corridors, and advertisements specifically linked bowling and shopping trips in an effort to draw in women.¹² Modern bowling alleys constructed during the 1950s and 1960s often included nurseries as a part of the overall design concept, allowing housewives to bring young children with them to the bowling alleys. The inclusion of nurseries also allowed for bowling alleys to serve as a popular recreational space for family outings; parents could meet up with friends for an evening out and have a safe place on site for their children while they bowled. Bowling was even being incorporated in some junior high and high school physical education programs. Youth leagues began to surface nationally around 1945 when the American Junior Bowling Congress was formed.¹³

Bowling Alleys as Architectural Types

Though there is not a definitive architectural style that applies to all postwar bowling alleys, there are enough overlapping characteristics required of modern alleys to be considered in their own right as an architectural type. Specific physical characteristics were prevalent during the rise of bowling culture in the mid-twentieth century and the shift of alleys out of city centers and into the suburbs.

Prior to 1930 bowling alleys were much smaller in plan and were constructed in or near central business districts. They were accessed by people on foot or by public transportation. However, as the automobile became common in the majority of households, suburbia became the preferred location for bowling alleys. The American Society for Planning Officials 1958 report on bowling alleys stated: "Bowling equipment manufacturers prefer locations in or near industrial areas, in shopping centers, and in areas that are close to middle-income housing."¹⁴ Because more and more bowling alleys were being constructed out of city centers, they had to be able to accommodate a large number of automobiles. Thus, one prominent physical

¹⁰ "Information Report No. 110: Bowling Alleys," 1-3.

¹¹ "Information Report No. 110: Bowling Alleys," 4-6.

¹² "Information Report No. 110: Bowling Alleys," 22.

¹³ "Youth, About Us, History," United States Bowling Congress, accessed December 11, 2018, https://www.bowl.com/Youth/Youth_About_Us/History/.

¹⁴ "Information Report No. 110: Bowling Alleys," 22.

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characteristic of bowling alleys is their lot size which needed to be quite large to provide ample space for their patrons' vehicles.

As for the structures themselves, while exteriors can vary widely, the interiors must have a level of consistency since they host a specific recreational activity. Most modern bowling alleys that serve as larger recreational facilities contain a restaurant or café, a reception area and rental area, locker rooms, pool or billiard rooms, and a nursery or childcare area, with the majority of the interior space being allocated for the bowling lanes and viewing area. The specifications and plans for the interior of a bowling alley are precise, as lanes must meet certain regulations to be certified. Many modern bowling alleys followed similar plans because often, the major bowling equipment manufacturers, such as AMF Pinspotters, Inc. and Brunswick Automatic Pinsetter Corporation, would provide guidance to prospective bowling alley proprietors with design details for construction. These manufacturers not only had in-house architectural service departments to provide floor plans but also assisted with equipment installation.¹⁵ These similarities support the case that bowling alleys constructed in this period can be considered architectural types in their own right based on their interior plan and amenities.

Plaza Lanes

Corinth's Plaza Lanes was the first modern commercial bowling alley in Corinth and the only one still in business. It has been locally owned and continuously operated as a bowling alley since opening in 1960 as Gateway Lanes. It was built by the Gateway Corporation, a Corinth based-company that manufactured handles for brooms, mops, and the like.¹⁶ John Stanley, George LeGoff, and Bob Moore - all of whom were associated with the Gateway Corporation - were the proprietors responsible for the construction of Gateway Lanes.¹⁷ The location chosen on E. Shiloh Road (then 7th Avenue) was on a commercial corridor, slightly removed from downtown and surrounded by modest, primarily middle-class neighborhoods.

The Gateway Lanes owners partnered with Brunswick Corporation to install sixteen automatic pinsetters and ball returns, all of which are still in use. Because bowling equipment manufacturing companies of the time had in-house architectural service departments, it is likely that Brunswick not only assisted with bowling equipment installation but also with the design of the entire facility. In addition to the sixteen lanes, the alley was equipped with a full service restaurant and soda fountain, lounges, and a nursery, all of which are typical of other bowling alleys built during the same period. The building was fully air-conditioned, which would have been a draw for customers, particularly considering opening day was August 17, 1960.¹⁸

Advertisements from the *Daily Corinthian* provide ample information on which subcontractors worked on Gateway Lanes. Wolf Sales and MFG. Company. was responsible for installing the restaurant equipment for the 46-person restaurant. Horton Brothers excavated and paved the lot and parking lot. Promotions posted by construction company, O.E. Hearn Construction Company, advertised for the Gateway Lanes opening. In their advertisement, they describe the structure as a "marvelous new building ... constructed entirely different." According to the ad, Gateway Lanes was a pre-planned building, meaning that it was designed with great precision and every material was ordered to meet exact building specifications.¹⁹ All in all, after its construction, Gateway Lanes was a well-planned, modern recreational facility that was the first of its kind in Corinth.

Just five years after Gateway Corporation completed construction on Gateway Lanes, they sold it. In 1965, the new owners, Noel and Ralph Strickland, renamed it Plaza Lanes. The Stricklands then sold it in 1969 to

¹⁵"Information Report No. 110: Bowling Alleys," 13.

¹⁶"Local Industry is Listed in Development Report," *The Winston County Journal*, September 17, 1959, Section 2, 1.

¹⁷"Gateway Bowling Lanes Officially Open Wednesday," *The Daily Corinthian*, August 16, 1960, 6.

¹⁸ Ibid.

¹⁹"O.E. Hearn Construction Company Advertisement," *The Daily Corinthian*, August 16, 1960.

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Sam Rizutti, but the name remained. Mr. Rizutti sold Plaza Lanes to the current owner, David Curry, in 1979.²⁰

Gateway Corporation enlisted a well-known bowling professional, Chuck Snyder, from St. Louis, Missouri, to manage the lanes and act as bowling pro for the facility. Mr. Snyder played a large role in introducing league bowling to the community and he was responsible for teaching new players the rules and scoring of the game.²¹

League bowling quickly gained popularity and continues today. With men, women, and juniors involved in league play the sport is very inclusive. There were leagues for all groups and even mixed leagues for men and women to compete. This is critical to the social history of the sport because this was an early example of gender lines beginning to blur. Gender roles were still quite fixed during the 1950s and 1960s. However, Corinth native Sandy Williams recalls that while bowling and league bowling was popular with the men, it was even more popular with the women of Corinth.²² This is consistent with a nationwide trend according to the American Planning Society's 1958 report on bowling alleys. The modern bowling alley was making an attempt to appeal to females and housewives and this was certainly the case for Plaza Lanes. Childcare and female and mixed leagues were critical to the early success of bowling as a recreational sport in the area. Popularity of league bowling amongst women continued in Mississippi well into the 1970s. A 1976 article in the *Enterprise Journal* describes a bowling tournament held at Plaza Lanes. McComb native Jimmy Long traveled with two female teams and described the facilities as a "...sixteen-lane bowling house complete with spacious snack bar, eight billiard tables, a putt-putt golf course, conference room, pro shop, separate room for vending machines and pin ball machines, large rest rooms, lockers, equipment room, plenty of spectator seats, a covered drive-in, and adequate parking."²³ The name of the business even reflected the thoughtfulness of trying to make the facility appealing to women. A shift was occurring in the bowling arena where establishments were no longer referred to as "alleys" because of the dangerous connotation that is often associated with the word; instead proprietors started calling them bowling "lanes," hence Gateway Lanes and later Plaza Lanes. It was thought that referring to these recreational facilities as lanes would produce a better image for the sport.²⁴

Aside from the social trend occurring throughout the female population, Plaza Lanes also was a hub for working-class and middle-class families. Bowling was a recreational sport that was affordable and accessible. Opening day prices in 1960 were 50 cents for adults and 35 cents for juniors per game.²⁵ Since industry and manufacturing was prevalent in Corinth at this time, the majority of the factory workers would have fallen into the working or middle-classes. The affordability of the sport for families on a budget would have been a huge draw and continued the expansion of the already rapid growing bowling industry.

The current owner, David Curry has continued to run the facility since 1979. The 16 original Brunswick electric pinsetters, lanes, ball returns, scoring machines, and seating remain intact and are impeccably maintained. Mr. Curry has even carried on the tradition of drilling the holes in the bowling balls on site with a drill press, which is a difficult skill to master.²⁶ In its almost sixty year history, Plaza Lanes has woven itself into the cultural fabric of Corinth and the surrounding area. The bowling facility was the first of its kind in Alcorn County and continues to be the only bowling alley in the county. Having a bowling alley of this size built during this period is rare. Many bowling facilities constructed around the same time period as Plaza Lanes have been abandoned for newer technologies and are either vacant or no longer extant.

²⁰ Kent Mohundro, "Bowling Alley Man' Celebrates 50 Years," *The Daily Corinthian*, August 15, 2017, http://www.dailycorinthian.com/view/full_story/27375869/article--bowling-alley-man--celebrates-50-years/.

²¹ "Gateway Bowling Lanes Officially Open Wednesday", 6.

²² Sandy Williams, phone interview by Meredith Massey, December 14, 2018.

²³ Jimmy Long, "Bowling Journal," *Enterprise Journal*, March 16, 1976, 8.

²⁴ "Information Report No. 110: Bowling Alleys," 2-3.

²⁵ "Gateway Bowling Lanes Officially Open Wednesday", 6.

²⁶ Mohundro, "Bowling Alley Man' Celebrates 50 Years."

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9. Major Bibliographical References

Bibliography (Cite the books, articles, and other sources used in preparing this form.)

- American Society of Planning Officials - Planning Advisory Service. "Information Report No. 110: Bowling Alleys." May 1958.
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Plaza Lanes
Name of Property

Alcorn County, Mississippi
County and State

Previous documentation on file (NPS):

- preliminary determination of individual listing (36 CFR 67) has been requested
- previously listed in the National Register
- previously determined eligible by the National Register
- designated a National Historic Landmark
- recorded by Historic American Buildings Survey # _____
- recorded by Historic American Engineering Record # _____
- recorded by Historic American Landscape Survey # _____

Primary location of additional data:

- State Historic Preservation Office
- Other State Agency
- Federal Agency
- Local Government
- University
- Other
- Name of repository: _____

Historic Resources Survey Number (if assigned): 003-COR-0550

Plaza Lanes
Name of Property

Alcorn County, Mississippi
County and State

10. Geographical Data

Acreeage of Property 6 acres

(Do not include previously listed resource acreage; enter "Less than one" if the acreage is .99 or less)

Latitude/Longitude Coordinates

Datum if other than WGS84: _____
(enter coordinates to 6 decimal places)

1	<u>34.94713</u> Latitude	<u>-88.50213</u> Longitude	5	<u>34.94546</u> Latitude	<u>-88.50118</u> Longitude
2	<u>34.94713</u> Latitude	<u>-88.49996</u> Longitude	6	<u>34.94555</u> Latitude	<u>-88.50194</u> Longitude
3	<u>34.94641</u> Latitude	<u>-88.49996</u> Longitude	7	<u>34.94633</u> Latitude	<u>-88.50187</u> Longitude
4	<u>34.94641</u> Latitude	<u>-88.50107</u> Longitude	8	<u>34.94635</u> Latitude	<u>-88.50217</u> Longitude

Verbal Boundary Description (Describe the boundaries of the property.)

See map below.

Boundary Justification (Explain why the boundaries were selected.)

The boundaries follow property lines of the parcel of land upon which the nominated resource is located. See Alcorn County Land Roll map below.

11. Form Prepared By

name/title Meredith Massey date _____
organization Mississippi Department of Archives and History telephone _____
street & number PO Box 571 email _____
city or town Jackson state MS zip code 39205-0571

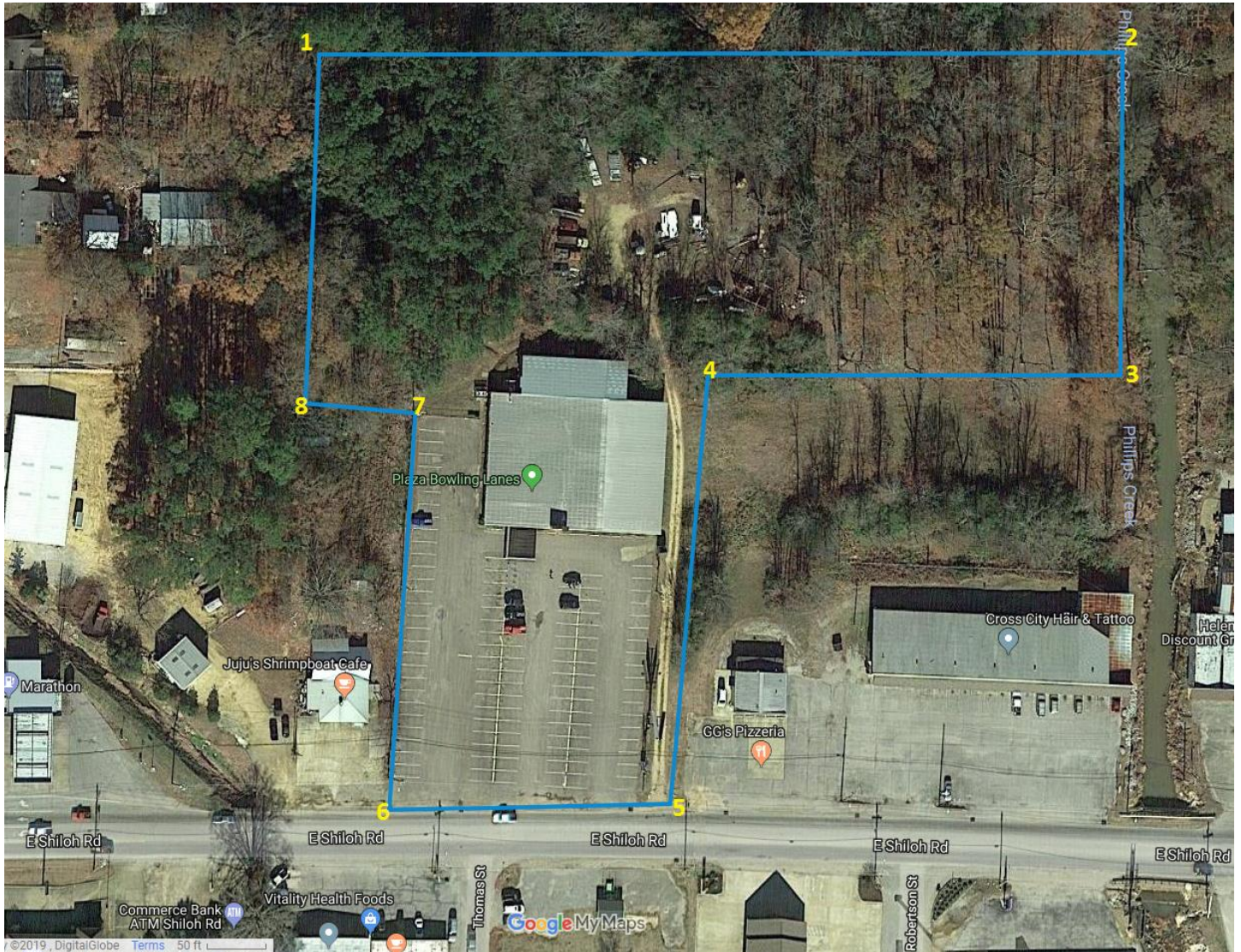
Additional Documentation

Submit the following items with the completed form:

Plaza Lanes
Name of Property

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• GIS Location Map (Google Earth or BING)



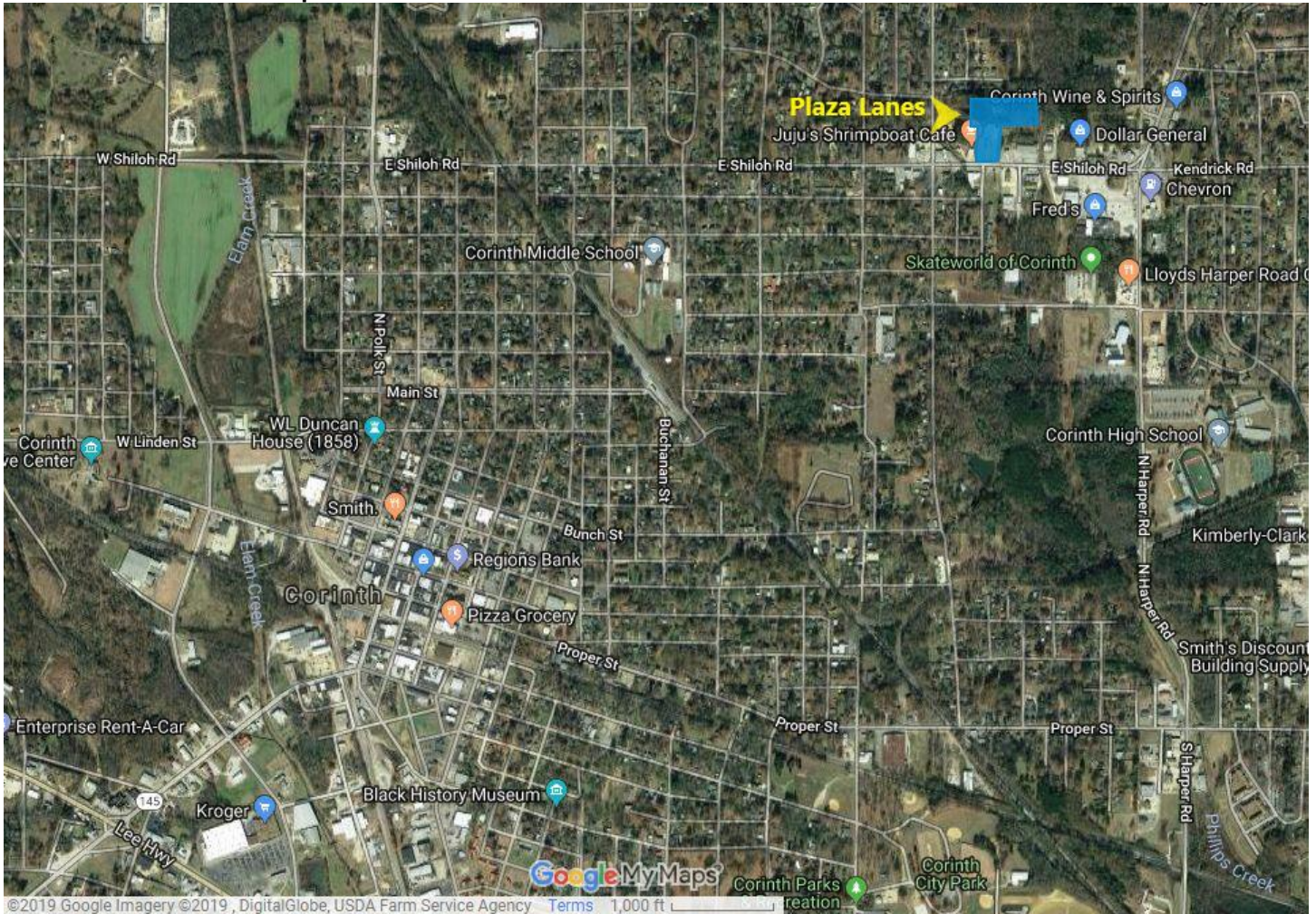
Plaza Lanes

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• Local Location Map



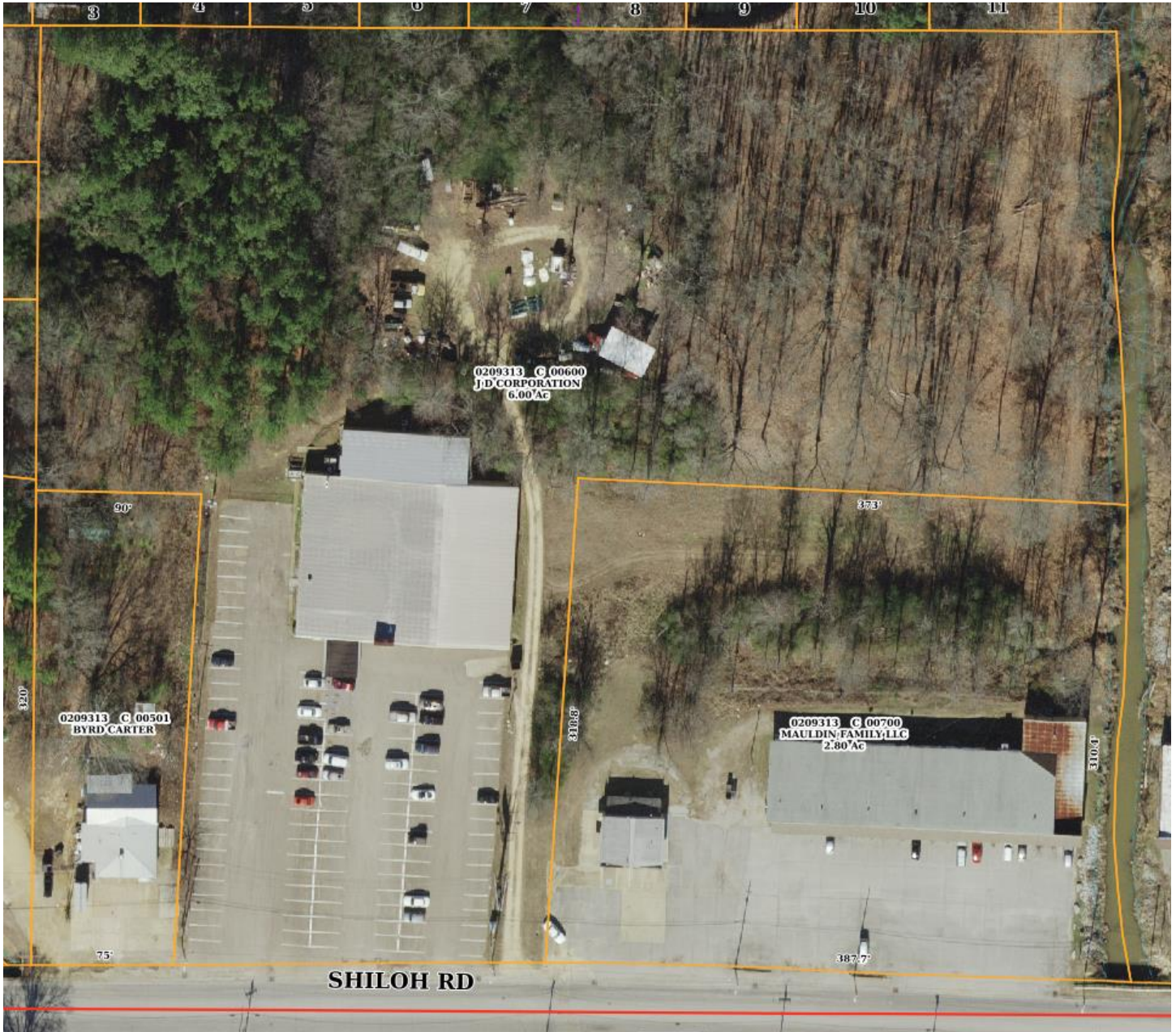
Plaza Lanes

Alcorn County, Mississippi

Name of Property

County and State

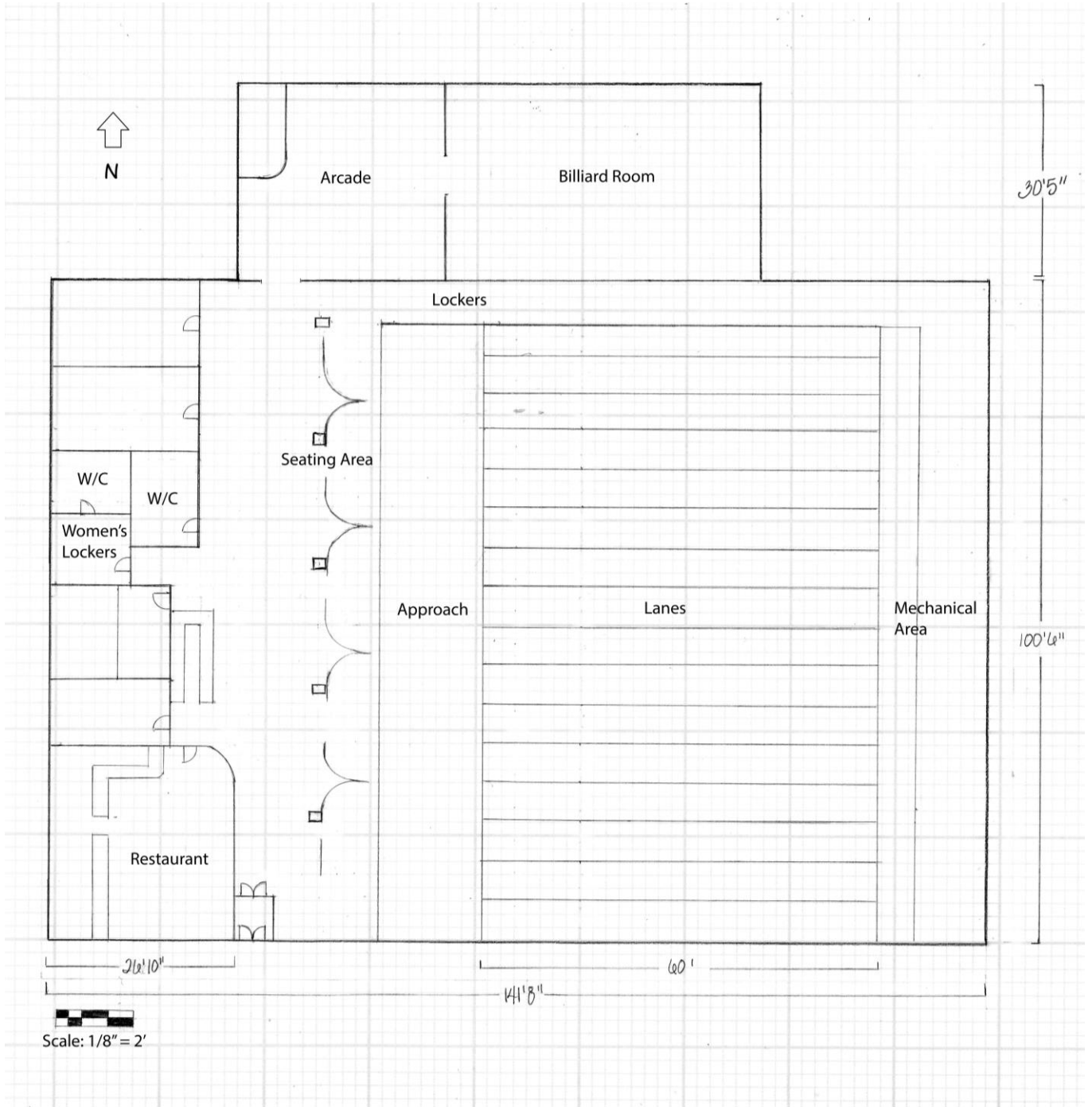
• Site Plan



Plaza Lanes
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- Floor Plans
-



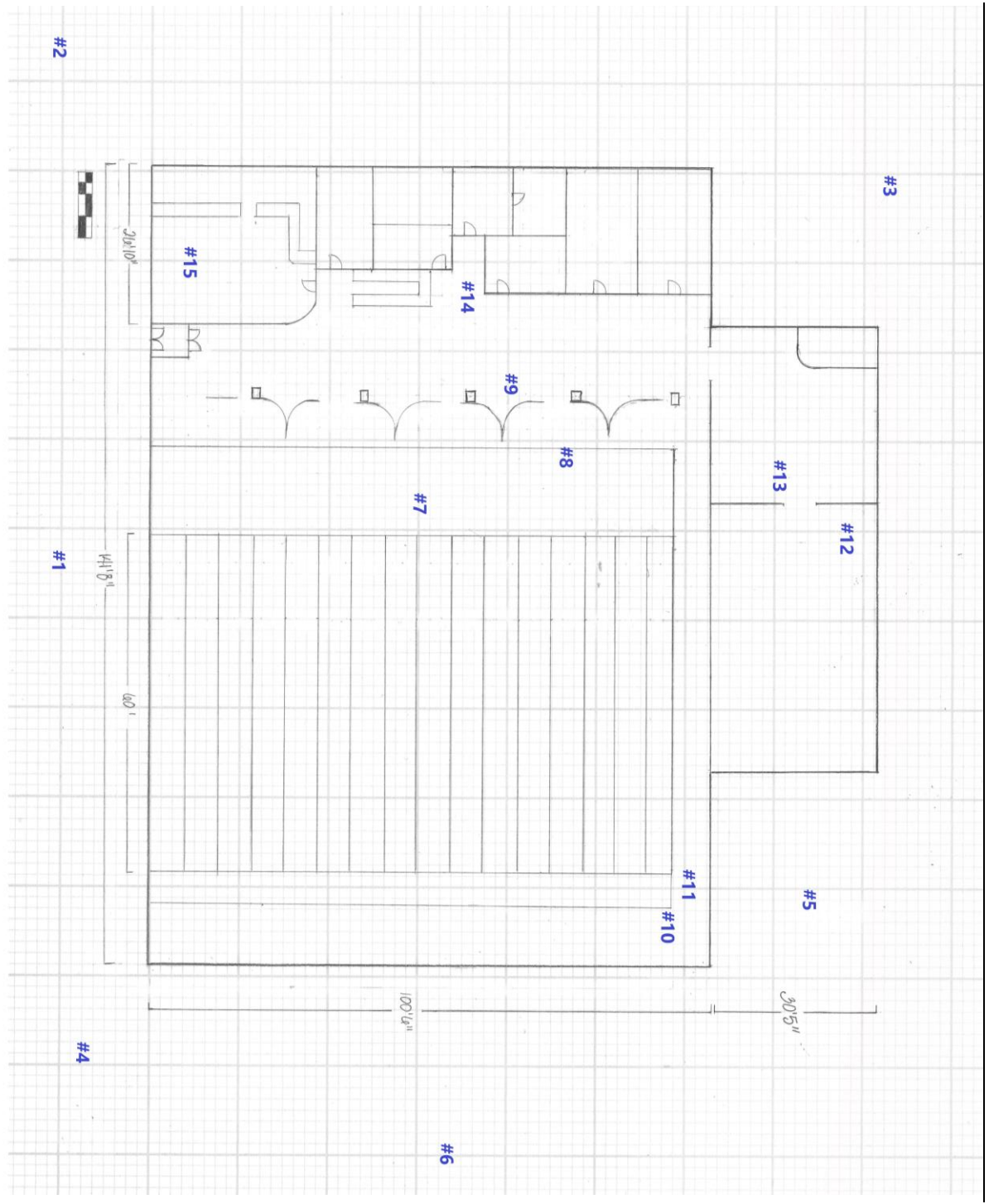
Plaza Lanes

Alcorn County, Mississippi

Name of Property

County and State

- **Photo Location Map** (Key all photographs to this map and insert immediately after the photo log and before the list of figures).



Plaza Lanes
Name of Property

Alcorn County, Mississippi
County and State

Photographs:

Submit clear and descriptive photographs under separate cover. The size of each image must be 3000x2000 pixels, at 300 ppi (pixels per inch) or larger. Key all photographs to the sketch map. Each photograph must be numbered and that number must correspond to the photograph number on the photo log. For simplicity, the name of the photographer, photo date, etc. may be listed once on the photograph log and does not need to be labeled on every photograph.

Photo Log

Name of Property: Plaza Lanes
City or Vicinity: Corinth
County: Alcorn **State:** Mississippi
Photographer: Jennifer Baughn, MDAH
Date Photographed: 03/16/2018

Description of Photograph(s) and number, include description of view indicating direction of camera:

- Photo 1 of 15: south elevation; view to N
- Photo 2 of 15: southwest elevation; view to NE
- Photo 3 of 15: northwest elevation, circa 1965 addition; view to SE
- Photo 4 of 15: southeast elevation, original siding; view to NW
- Photo 5 of 15: east elevation, circa 1965 addition; view to W
- Photo 6 of 15: east elevation; original siding; view to W
- Photo 7 of 15: interior, Brunswick bowling lanes; view to E
- Photo 8 of 15: interior, ball return and spectator seating; view to S
- Photo 9 of 15: interior, original spectator seats; view to N
- Photo 10 of 15: interior, Brunswick automatic pinsetter; view to S
- Photo 11 of 15: interior, Brunswick automatic pinsetter; view to S
- Photo 12 of 15: interior, circa 1965 addition billiard room; view to E
- Photo 13 of 15: interior, circa 1965 addition arcade room; view to W
- Photo 14 of 15: interior, reception desk; view to S
- Photo 15 of 15: interior, restaurant and soda fountain; view to NW

Paperwork Reduction Act Statement: This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C.460 et seq.).

Estimated Burden Statement: Public reporting burden for this form is estimated to average 100 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Office of Planning and Performance Management, U.S. Dept. of the Interior, 1849 C. Street, NW, Washington, DC.



MS_Alcorn_Gateway Lanes (Plaza Lanes)_0001



MS_Alcorn_Gateway Lanes (Plaza Lanes)_0002



MS_Alcorn_Gateway Lanes (Plaza Lanes)_0003



MS_Alcorn_Gateway Lanes (Plaza Lanes)_0004



MS_Alcorn_Gateway Lanes (Plaza Lanes)_0005



MS_Alcorn_Gateway Lanes (Plaza Lanes)_0006



MS_Alcorn_Gateway Lanes (Plaza Lanes)_0007



MS_Alcorn_Gateway Lanes (Plaza Lanes)_0008



MS_Acorn_Gateway Lanes (Plaza Lanes)_0009



MS_Alcorn_Gateway Lanes (Plaza Lanes)_0010



MS_Alcorn_Gateway Lanes (Plaza Lanes)_0011



MS_Acorn_Gateway Lanes (Plaza Lanes)_0012



MS_Acorn_Gateway Lanes (Plaza Lanes)_0013



MS_Alcorn_Gateway Lanes (Plaza Lanes)_0014



MS_Alcorn_Gateway Lanes (Plaza Lanes)_0015