

you should use these signs in preference to paint. Make it a rule to paint spaces over 100 square feet, and for spaces under that footage use stock signs.

4. Don't select a location which is **BROKEN**. Doors, windows and other breaks for openings are objectionable and are to be avoided. If, however, the location is very important and the opening does not interfere with the lettering or layout of Coca-Cola script, it may be acceptable.
5. Don't select locations on **NARROW STREETS**, as such a shot is generally too short to be of value to anything except pedestrians. The automobilist and the street car rider pass the location too quickly to get its full import.
6. Don't select locations **TOO HIGH** just because they can be seen at a great distance--people will not get cricks in their necks for Coca-Cola's benefit.

Along with the above stipulations, the company gave several other recommendations including painting the Coca-Cola logo on the street end of the sign, painting only the part of the wall that would be visible for a long distance, and adjusting the size of the logo to fit the building or space where it would be displayed (*Coca-Cola Outdoor Paint* ca. 1920:11-13);

- a local restaurant known as Four-Way Lunch. This resource stands in a brick building on the corner of East Main and Gilmer Streets that was built ca. 1890 to be a fruit stand. In business since 1931 when Fred Garrison, who ran a meat market and grocery store on the other side of the street, opened the restaurant after he lost his customers to the Great Depression. In its early days, prices for hot dogs, hamburgers, and Coca-Colas were 5 cents each. Today, Fred's son Ernie runs the restaurant, and begins work at 3:00 am Monday through Saturday. On an average day, Ernie makes about 250 biscuits that will all be eaten by 10:00 am. The Four-Way is frequented by diners who travel from as far away as Rome and Chattanooga; one customer has been a regular since 1938 (Martin 1998:45-47);
- the Cartersville Coca-Cola Bottling Plant. Located on the east side of Tennessee Street/State Route 61 in the block between Church Street and Cherokee Avenue, this bottling plant was built ca. 1935 for the Rome Coca-

Cola bottler, which owned and operated the Cartersville bottler along with six other operations, including the plant in Dalton. At one time, Rome and Cartersville had the highest U.S. per capita consumption of Coca-Cola (Cheatham 1998).

A two-story brick building, the bottling plant is believed to have been built according to the plans of the Atlanta architectural firm of Robert and Company. However, most of the Coca-Cola plants were built in accordance with designs by the Atlanta architects Francis P. Smith and Robert Pringle (Cheatham 1998; Hardison 1994:78-79). Though it no longer functions as a bottler, the exterior of the bottling plant has hardly been altered. While the large plate glass windows are aluminum replacements, the building retains its original wood doors. Above this entry is a cast masonry panel with the Coca-Cola logo. Inside, the building has cherry paneling (Cheatham 1998).

By 1930, 41 of the 331 plants that produced Coca-Cola were located in Georgia. Later, at least 78 Coca-Cola bottlers operated in Georgia. These buildings were built according to the designs that the company's Bottlers' Standardization Committee set during the 1920s for the four classes of bottling plants that would be built in communities having one of the bottlers. (Cheatham 1998; Hardison 1994:4-8, 21-22, 34-57);

- the Grand Theater. Located on the public square's east side near the intersection of Wall Street and Cherokee Avenue, this Renaissance Revival-style theater was built in 1929, and features a wonderful terra cotta facade. This building replaced the earlier 1910 Greenwood Theater, which was destroyed in a 1923 fire. The Grand premiered Cartersville's first motion picture with sound (the film "Syncopation") in May 1929. The theater is a contributing resource in the National Register of Historic Places-listed North Wall Street Historic District, and continues to be used for local theatrical performances; and
- Ross' Diner (a.k.a. The Biscuit House). A local institution since 1947, this restaurant stands in a wood frame building north of the Grand Theater on the east side of the public square, and is also a contributing resource in the North Wall Street Historic District. The restaurant retains its original furnishings and lunch counter.

Note: At this point the tour bus will leave downtown Cartersville and turn back toward the north, retracing the section of the Dixie Highway's Eastern Branch

(present-day State Route 293) between Cartersville and Cassville before returning to the highway's junction with the Western Division (the point where State Route 293 meets State Route 293 Connector). From this point the tour will follow the route of the Western Branch of the Dixie Highway.

#37 JUNCTION OF EASTERN AND WESTERN DIVISIONS OF THE DIXIE HIGHWAY: Located near Cass Station is the junction of the Eastern and Western Divisions of the Highway. This important link continues to exist as the intersection of present-day State Route 293 (formerly U.S. 41) and present-day State Route 293 Connector.

#38 KINGSTON: Named for railroad financier Judge John Pendleton King of Augusta, Kingston was founded as a stop along the corridor of the Western & Atlantic Railroad, but was also sited near a branch of the W & A that was completed west to Rome in 1849. By the start of the Civil War, this town had a prosperous businesses district, and was a summer resort. During the war, the town became an important supply depot and hospital center, and survived an occupation by Federal forces in May 1864. However, Kingston was later devastated in a fire set by troops led by Union General William T. Sherman in the fall of 1864 as he made preparations for his March to the Sea. The town was rebuilt following the war, but a second conflagration burnt a portion of the business district lining the railroad in 1911. One of the buildings left standing following the 1911 blaze is the DeSoto Hotel (Miles 1989:61; Rome Area Heritage Foundation 1977:11).

#39 COMMUNITY KWIK SHOP: Located on the north side of State Route 293 in the Dykes Creek community is the Community Kwik Shop. The ca. 1930 building has a rubble stone exterior and has experienced few alterations. This business is representative of the hundreds of crossroads stores found throughout rural Georgia, but unlike many other such resources it still continues to serve a useful function.

#40 LOG BARBECUE RESTAURANT: Built ca. 1935, this round log building stands on the south side of State Route 293 near the eastern city limits of Rome. While it is unclear what its original use may have been, it presently serves as a barbecue restaurant.

#41 ROME: Hernando de Soto visited the site of Rome in 1540, and a section of the present city was originally named for the Spanish Explorer. Founded in 1834, Rome is the county seat of Floyd County. Like its more famous Italian namesake, the city is surrounded by seven hills: Tower Hill, Shorter or Shelton Hill, Lumpkin Hill, Oak Hill, Blossom Hill, Jackson Hill, and Myrtle Hill. At Myrtle Hill cemetery is

the grave of Ellen Louise Axson, the first wife of President Woodrow Wilson (Historic Rome 1971:1). Rome is further distinguished by being located at the confluence of two North Georgia Rivers, the Oostanualua and the Etowah River, which join together to form the Coosa River, and bisect the city.

Though it is far from the main line of the Western and Atlantic Railroad, Rome was the beneficiary of a branch connecting it with the W & A via Kingston that was completed in 1849. An early industry in the town was the Noble Brothers Iron Works, which opened in 1855 at a site between first avenue and the Etowah River. The company built the Rome Railroad's first locomotive, the *Alfred Shorter*, and manufactured steam engines for cotton gins, sawmills, and river boats. During the Civil War, Noble Brothers made field artillery pieces, caissons, and wheels for the Confederate Army (WPA Guide 1940:443-445; Cloues, Between the Rivers Historic District National Register Nomination 1977; Historic Rome 1971:9).

Beginning in 1862, the Confederate government located several hospitals in Rome. That November, many soldiers became sick or died following an outbreak of smallpox. Later that winter the town was still reeling from the disease when its hospitals began to receive by rail car the Confederate wounded from the Battle of Stones River in Murfreesboro, Tennessee. William T. Sherman led his Union troops to Rome in May 1864 and following the Confederate's evacuation of the town, began the Federal occupation of Rome. During the summer of 1864, the town became the location of Union hospitals. In preparation for Sherman's March to the Sea, the Federals evacuated Rome on November 10, 1864, and destroyed anything of strategic value including the Noble Iron Works as well as the town's other mills and factories (Aycock 1981:95-115; Historic Rome 1971:9).

Following the war, the town began its recovery efforts and the Noble Family rebuilt their factory. Through its rail connection and proximity to navigable rivers, Rome became an important cotton market. Despite a flood in 1886, the city enjoyed an economic boom during the decade, and several substantial brick buildings were constructed along Broad Street that signaled the town's prosperity including the opulent Nevin Opera House and the Cherokee Masonic Lodge, which faced each other on opposite sides of the street; the first building was demolished but the second building survives. Most impressive was the Armstrong House, a seven-story completed in 1888, which featured 115 guest rooms and a ballroom, but was destroyed in 1933-1934 in order to build the Greystone Hotel. Rome also undertook efforts to pave city streets with granite pavers or macadam during the closing years of the 19th century. Beginning in 1884, streetcars served the town (first mule-drawn and then electric later the same year). By the turn of the century

the bustling central business district along Broad Street had expanded north and south of the street, but the city experienced another disaster, a fire in 1908. In 1916, Rome was served by six railroads and was the fourth largest rail hub in Georgia (Aycock 1981:159-177; 200-205; 209-219; 233-237; 255-256; 274-278; 303, 499; Historic Rome 1971:9).

With the creation of the Dixie Highway, the city would benefit from the influx of automobile tourists traveling the Western Division of the highway, and Romans built many roadside facilities to serve the visitors. Among these resources was a municipal camp established in 1925 at the American Legion Memorial Park for motorists spending the night in the city. Another automobile-related resource was the Union Bus Terminal, which stood one block west of Broad Street at 107 West Fourth Avenue and was constructed in 1939. A one-story modernistic building, the bus depot's exterior was clad in glazed tile. Unfortunately, this bus station was demolished a few years ago in order to construct the Forum, the local convention and meeting facility (Aycock 1981:384; Cloues, Between the Rivers Historic District National Register Nomination Amendment 1988).

Several points of interest worth visiting along the Broad Street corridor in downtown Rome are:

- the 1915 Hotel General Forrest (**Figure D-11**), which is located at 100 Broad Street near the intersection of East First Avenue and stands on the site of the 1860s Rome Hotel. The Dixie Highway Association's Board of Directors held meetings at the Hotel Forrest in 1924 and 1925 (Aycock 1981:237-240; Dixie Minutes 1924:149; Dixie Minutes 1925:175);
- the City Diner, which is a former Krystal Hamburgers restaurant (a restaurant that served the southern version of the square hamburgers popularized by White Castle);
- several signs including the Groover Shoe Renewing sign, which is in the shape of a shoe and hangs from a business on Broad Street, and the Adams Furniture sign at 519 Broad Street;
- the DeSoto Theater, a 1929 movie house that opened with the city's first showing of a motion picture with sound (Aycock 1981:402-404); and
- the ca. 1950 Partridge Restaurant, which has been in business since 1933, and is located inside the building formerly occupied by the Art Deco-style



Figure D-11: Completed in 1915, downtown Rome's Hotel General Forrest was the scene of two Dixie Highway Association Board of Directors' meetings. This postcard dates to around the time that the hotel first opened (author's postcard collection).

Gordon Theater built in 1935 (note: the Partridge serves some pretty good food, but if you choose to eat at one of Rome's other fine downtown restaurants, be sure to walk by the Partridge to check out the facade of the building--although a 1950s remodeling of the former theater, the restaurant's facade has a great canopy and signage, and the interior has some neat metal grill partitions with oval openings located at the rear of the dining room).

Also of interest are three monuments located in front of the 1915 Rome City Hall and Auditorium on the west side of Broad Street:

- a 1937 memorial to Spanish American War veterans;
- a monument to Dr. Robert Battey, a surgeon who performed the first ovariectomy; and
- a 1,500-pound copy of the Capitoline Wolf, the famous Etruscan statue, which depicts the twins Romulus and Remus being nursed by a she-wolf and stands at the Palazza dei Conservatori on Capitoline Hill in Rome, Italy. This replica was presented as a gift from the Italian government of Benito Mussolini to Rome, Georgia on July 20, 1929 by Dr. Marco Biroli of Milan, Italy when the Georgia city became the site of the Italian owned Tubize-Chatillon Corporation's mill. Attached to the marble base of the statue is a plaque with a Latin inscription, but beneath it is an English translation:

THIS STATUE OF THE CAPITOLINE WOLF, AS A FORECAST OF PROSPERITY AND GLORY, HAS BEEN SENT FROM ANCIENT ROME TO NEW ROME, DURING THE CONSULSHIP OF BENITO MUSSOLINI, IN THE YEAR 1929.

Four years later, one of the twins--no one knew whether it was Romulus or Remus--was stolen and never found. However, the Rome Rotary Club soon obtained a replacement of the missing baby. Anti-Italian sentiments were directed at the statue during World War II when the city received numerous threats about blowing it up. Fortunately, the Rome City Commission had the statue removed and stored for the duration of the war. By 1952, citizens and art enthusiasts lobbied to have the statue restored to its former place in front of City Hall. This sculpture is one of three Capitoline Wolf replicas located in cities along the Dixie Highway; the other two statues are in Sault Ste. Marie, Michigan, the northern terminus of the highway, and in Cincinnati, Ohio (Rome Heritage Foundation, Inc. 1977:3-4; Historic Rome 1971:3-4).

Near Broad Street is one other point of interest:

- the 1871 Rome Clock and Water Tower. Listed in the National Register of Historic Places, this 104-foot-high structure is within walking distance (a few blocks) from Broad Street and located at the corner of East 5th Avenue and East 2nd Street atop Tower Hill (**Figure D-12**). Built of load-bearing brick construction, the tower was part of a larger water works facility which included a brick pumping station that housed a Corliss steam engine. The brick portion of the water tower is built in the form of a decagon (or for those of you who are geometrically challenged, a 10-sided structure). To reach the top of the 63-foot high brick portion of the water tower, visitors may ascend the 107 steps of a circular iron stairway, which was manufactured by the Noble Iron Works.

While the climb is not for the faint of heart, the view outside of the city is pretty fabulous. The clock was made by the E. Howard Clock Company of Waltham, Massachusetts, and is located in the 41-foot-high wood cupola of the structure. A vertical tank twenty-six feet in diameter and sixty feet high inside the tower once stored 250,000 gallons of water pumped from a well near the Etowah River, but has not been used since 1960 (Rome Area Heritage Foundation 1977:30; Aycock 1981:179-182).

Please plan to visit one or two of the above-listed resources during our stop in Rome. However, in the interest of everyone on the bus tour, be sure to allow yourself enough time to get lunch (meaning being served as well as eating your meal) and to return to the bus for the departure from Rome for Summerville.

#42 BYPASSED SEGMENT OF DIXIE HIGHWAY AND T-BEAM BRIDGE OVER ARMUCHEE CREEK: South of the village of Armuchee and east of the present alignment of U.S. 27 is this bypassed section of the Dixie Highway's Western Division that includes a T-beam bridge (**Figure D-13**). Nearly 420 feet long, the 11-span reinforced concrete T-beam bridge was built in 1924, has a balustraded rail, and is a representative example of the standard bridge design used by the Georgia Department of Highways built in the years following the creation of the numbered U.S. highways. One of approximately 60 pre-1930 T-beam bridges in the state, this structure has been determined individually eligible for the National Register of Historic Places (State Bridge Survey 1997:NP; Aycock 1981:339).

#43 ARMUCHEE: Located approximately nine miles north of Rome is Armuchee. Now just a "wide place in the road," this tiny village was by the turn of the century

R-9— Old Town Clock, Rome, Ga.

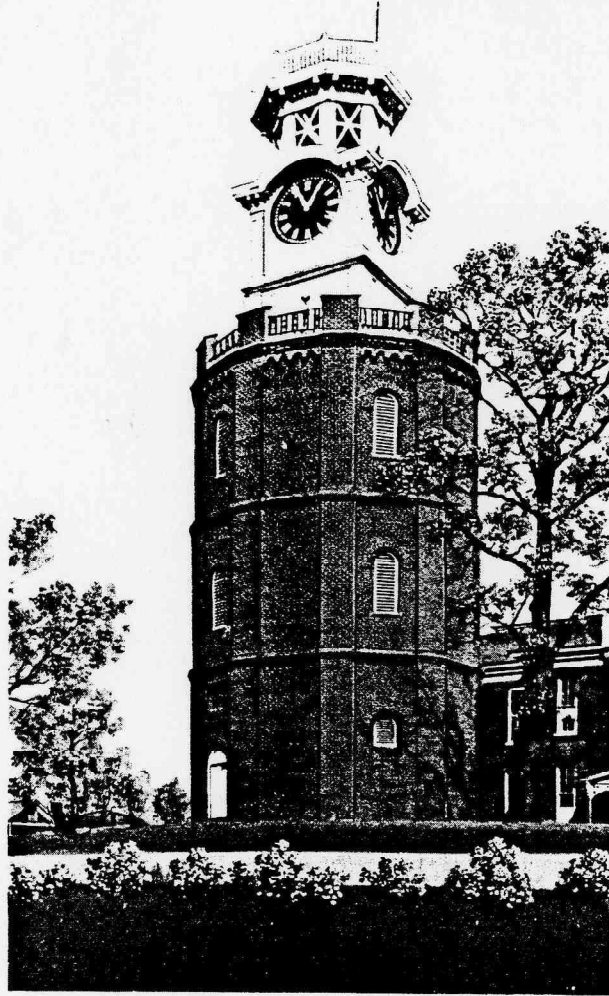


Figure D-12: This ca. 1940 postcard shows the 1871 Clock and Water Tower in Rome, Georgia. This structure was once part of a larger water works facility for the city that once included a pump house with a Corliss steam engine. The water tower is 104 feet high and is listed in the National Register of Historic Places (author's postcard collection).



Figure D-13: This T-beam bridge, which is located near Armuchee in Floyd County, Georgia was built in 1924, and has been determined to be individually eligible for listing in the National Register of Historic Places (photograph by author).

a bustling community with a Masonic temple, a post office, several stores, four sawmills, a grist mill, and several cotton gins in addition to churches and homes. In the September 15, 1909 edition of the *Rome Tribune Herald*, the newspaper announced that the Armuchee Pants Factory would be opening by the first of the following year. The 2-story factory once stood west of the Dixie Highway behind the old Armuchee Baptist Church, and was powered by a hydroelectric dam on Armuchee Creek. The industry initially employed 40 workers, and during World War I manufactured uniforms for the U.S. Army, but closed after the war. During the 1920s, Floyd County's first towing service operated out of a garage in the community (Aycock 1981:335-339).

#44 TOURIST COTTAGES: Located north of Armuchee on the east side of U.S. 27 at the highway's intersection with Old Summerville Road is this grouping of ca. 1930 tourist cottages. Sturdily built, these buildings are some of the few cottages still extant that were built to lodge automobile tourists driving the Western Branch of the Dixie Highway in North Georgia. According to a 1940 state highway map for Floyd County, 3 tourist camps were located near Armuchee (Georgia State Highway Board Map for Floyd County 1940).

#45 MARTHA BERRY HIGHWAY MARKER: This marker is located on the north side of U.S. 27 east of Summerville (**Figure D-14**). In addition to being known as the Western Division of the Dixie Highway, this segment of road was also called the Martha Berry Highway. The marker not only recognizes Berry, who founded Berry College in 1902, but also the road's designation as U.S. 27, and is in the shape of the shield adopted for the U.S. highway system. The inscription of this highway marker reads as follows:

US 27
MARTHA BERRY
HIGHWAY
A TRIBUTE BY THE
STATE OF GEORGIA TO
MARTHA BERRY
FOUNDER OF
THE BERRY SCHOOLS

#46 SUMMERVILLE: Incorporated in 1839, Summerville is the county seat of Chattooga County. As in other northwest Georgia towns, Summerville saw action during the Civil War. Fighting occurred there during the days leading up to the Battle of Chickamauga in the fall of 1863. Then in October 1864, following his



Figure D-14: This metal marker stands along the Western Division of the Dixie Highway/U.S. 27 in Chattooga County, Georgia and recognizes the importance of the Martha Berry Highway (photograph by author).

unsuccessful efforts to stop Union General William T. Sherman's onslaught toward Atlanta, Confederate General John B. Hood turned toward Tennessee and led his troops here and fought a skirmish with Federal forces (*WPA Guide* 1940:440-441). As with many places along the Dixie Highway, Summerville had several roadside businesses along the highway including the Sequoyah Motel, which recently replaced its ca. 1950 neon sign. Of interest in Summerville are the following places:

- a ca. 1930s service station. This building has a canopy and two service bays. Originally a flat roof building, the station was recently altered when a pitched roof was added to it; and
- Armstrong's Barbecue, whose motto is "Buying the best to serve the best, since 1965." Located on the east side of U.S. 27, this restaurant has been in continuous business at this location. However, with its glazed-tile exterior, the original section of the building appears to date from the 1940s. Like many southern barbecue restaurants, Armstrong's is only open Wednesday through Saturday, but its prices are very affordable (\$6 for a double-meat pork plate!). Desserts include coconut, chocolate, and lemon ice box pies (Storey 1997:24-25);
- the world famous Paradise Gardens. Begun by Reverend Howard Finster's during the 1960s, Paradise Gardens has been described as a "spiritual landfill" and is one of the South's best-known examples of outdoor visionary art. Occupying a three-acre lot, Finster created Paradise Gardens to include "all the inventions of mankind (Kirwin 1987:67)." As such, the raw materials of his work are the discarded items of society: bicycle parts, television tubes, mirrored glass, plastic trinkets, marbles, old tools, Coca-Cola bottles, and plywood cutouts. Joining the buildings and sculptures on the grounds together are a series of walkways that are formed from composite materials. In addition to the walkways, several of the works on the grounds including a fanciful giant shoe and a group of sculptures are constructed of cement. The central feature of Paradise Gardens is the 16-sided Worlds Folk Art Church, which also serves as the artist's archives.

Finster has appeared on the television program the Tonight Show, and his work has been featured in numerous exhibits, an REM music video, and appeared on the covers of record albums by REM and the Talking Heads (the latter received *Rolling Stone* magazine's 1985 album cover of the year award). He also represented the United States at the 1984 Venice Biennale.

While several pieces of Finster's work are now on display at the High Museum of Art in Atlanta, his creation in Summerville is largely intact. Paradise Gardens receives thousands of visitors each year, and is rated as one of the state's top ten tourist attractions (Kirwin 1987:65-71).

#47 BYPASSED DIXIE HIGHWAY SEGMENT AND TRION : This segment of the Dixie Highway begins approximately six miles north of Summerville, and lies west of the present route of U.S. 27, which bypasses the railroad town of Trion. Sometime after the completion of the new alignment, another town, East Trion, developed along the highway. Incorporated in 1863, Trion was named for a trio of LaFayette businessmen who settled here in 1847. Though it escaped destruction during the Civil War, Trion's mills were destroyed in an 1875 fire (*WPA Guide* 1940:440). Located in Trion are the following points of interest:

- the Mount Vernon Mills. As southern textile mill villages go, the Mount Vernon mill village is fairly typical. However, a unique feature of the village is the assemblage of row-house mill worker housing, which is uncharacteristic of the detached single-family housing found near most textile mill buildings in the South. Note that a row of garages is located at the rear of the row houses; and
- the Riegeldale Tavern. Built ca. 1935, this restaurant building is a rare example of Dutch Colonial architecture in North Georgia. A 1940 postcard of the business advertised that the features of the tavern as being "open all year" and having "good food" and "reasonable prices." The image also shows that a water fountain stood in front of the tavern and that this brick building once had a stucco exterior. The business presently operates as a private club (author's postcard collection).

#48 LAFAYETTE: Originally named Chattooga, and then Benton, LaFayette became the county seat of Walker County in 1835. Like many places in Northwest Georgia, the town was occupied by armies that fought several skirmishes near here during the Civil War. In September 1863, LaFayette became the staging ground of Braxton Bragg's Confederate Army of the Tennessee as it made preparations for the Battle of Chickamauga. The town later saw action on June 24, 1864 when 1,500 Union and 1,600 Confederate troops fought here in an action that resulted in the routing of the Rebel soldiers (*WPA Guide* 1940:440).

In terms of roadside-related resources, the Pine Motel is located in LaFayette, and until recently the town had a miniature golf course, which stood in a city park near

U.S. 27, but was recently destroyed. One other point of interest in LaFayette is:

- the Chattooga Academy/John B. Gordon Hall Located at 306 N. Main Street in LaFayette is this Federal Style brick building. An example of an early 19th-century boy's academy, this ca. 1836 building was Confederate General Braxton Bragg's Headquarters during the Battle of Chickamauga in September 1863. On the lawn in front of the building is a canon ball monument and two historical markers, including one commemorating the Battle of LaFayette and the other recognizing the history of the Chattooga Academy. Later owned by the Daughters of the American Revolution and the United Daughters of the Confederacy, this property represents the type of historic site that early automobile tourists visited and which the Dixie Highway Association promoted for its commemorative value.

#49 THORNBURGH'S GARAGE WITH SEE ROCK CITY SIGN: This frame garage was built ca. 1930 and stands on the east side of U.S. 27. Thornburgh's is one of two buildings on today's tour with the message "SEE ROCK CITY" painted on its roof (the other is #51). This Rock City sign is unusual in that the signs were typically painted on barns.

#50 ROCK SPRING AND GAS STATION: Rock Spring is located along the corridor of the Central of Georgia Railroad. In September 1863, the community became the staging area for a large part of the Confederate Army of Tennessee as it prepared for the Battle of Chickamauga (Chattanooga Sites Assessment 1998:69). Although a small village, its two extant gasoline stations indicate that it would have been an important stop for tourists traveling on the Western Division of the Dixie Highway. One of these stations (**Figure D-15**) is an example of the sturdy buildings gasoline retailers constructed following improvements to highways in the 1920s and 30s, which helped bring a steady flow of automobiles and customers to their businesses (**Figure D-16**). The gas station features a rock-faced exterior and clay tile roofing, and was built ca. 1925.

#51 ROCK CITY BARN: Located on the west side of U.S. 27 is this barn with a Rock City painted sign. The practice of painting Rock City signs on farm buildings lining highways dates to 1936 when Rock City creator Garnett Carter hired a young sign painter named Clark Byers to do the work. Initially, the signs were painted with permission from the owner of the building. Eventually, the farmer would receive free Rock City souvenirs and then a small fee ranging from \$5 to \$20. For his services, Byers would receive \$40 a barn, which he used to buy more paint and had to split with his two assistants.

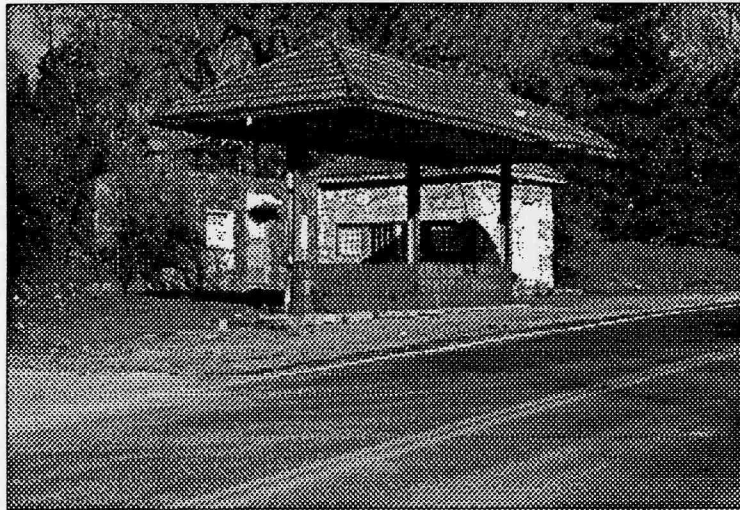


Figure D-15: This sturdy ca. 1925 gas station is located along the Dixie Highway's Western Division in the community of Rock Spring, Georgia and features a rock-faced exterior and clay tile roof (photograph by author).

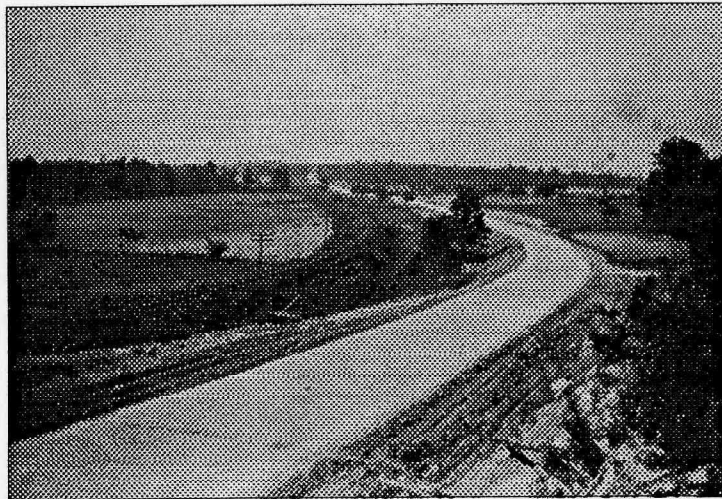


Figure D-16: This ca. 1925 photograph shows an improved two-lane section of the Dixie Highway's Western Division/U.S. 27 soon after its completion outside of Rock Spring in Walker County, Georgia (From: Chattanooga Automobile Club Collection, courtesy of Bicentennial Public Library, Chattanooga, Tennessee).

Each year, the painter and his helpers traveled thousands of miles to paint the distinctive signs. Found on buildings as far north as Michigan and as far west as Texas, among the other slogans that the workers painted were: "SEE 7 STATES FROM ROCK CITY ATOP LOOKOUT MOUNTAIN," "SEE 7 STATES FROM ROCK CITY WORLD'S 8TH WONDER, CHATTANOOGA, TENN," "TO MISS ROCK CITY WOULD BE A PITY," "WHEN YOU SEE ROCK CITY YOU SEE THE BEST," "BEAUTIFUL BEYOND BELIEF," "37 MILES TO BEAUTIFUL ROCK CITY," and "MILLIONS HAVE SEEN ROCK CITY, HAVE YOU?"

By the 1950s, over 900 barns and other buildings had the Rock City name painted on them in white and black paint. Byers continued to paint barns until 1965 when the Highway Beautification Act made it illegal to paint outdoor signs on buildings. He continued to paint billboard Rock City advertisements for another three years when a truck blew a stray electrical line into the billboard he was painting along U.S. 41 near Murfreesboro, Tennessee and electrocuted him. Even though he was in his 80s, up until five years ago, Byers would sometimes give the barn signs a new paint job. Nowadays Byers runs a tourist attraction called Sequoyah Caverns south of Chattanooga in Valley Head, Alabama.

Because only a few hundred of the signs remain and Rock City Gardens currently pays painter Jerry Cannon to maintain only 90 or so of these, this fixture of the southern automobile landscape has all but disappeared. In 1995, one of the signs was added to the exhibit at the Henry Ford Museum in Dearborn, Michigan (SCA News Summer 1993:3-4; Rochell 14 December 1997; Jenkins 1998:23-24; Bruner 21 September 1997; *Courier-Journal* 28 November 1992; Brown 20 August 1995; *Atlanta Journal-Constitution* 23 July 1995).

#52 CHICKAMAUGA BATTLEFIELD--CHICKAMAUGA AND CHATTANOOGA NATIONAL MILITARY PARK: The Chickamauga Battlefield is the scene of a bloody Civil War battle fought here September 18-20, 1863. The largest engagement ever fought in the Western theater, the battle involved 66,000 Confederate and 58,000 Union troops. The battle was fought by the two armies to contest supremacy over Chattanooga, which was a key southern rail hub and the gateway of the Deep South. Union forces under General William S. Rosecrans had occupied the city on September 8th following Confederate General Braxton Bragg's retreat. In the following days, Bragg failed to attack an isolated Union column in Walker County, Georgia, and Rosecrans concentrated his forces in preparation for a battle. Much of the action during the first two days of the battle occurred along the LaFayette Road (present-day U.S. 27), which was also a strategic objective for both armies.

Following three days of fighting, Bragg's troops had forced Rosecrans' army to retreat to Chattanooga, making Chickamauga the last major Confederate victory of the war. However, despite the horrible losses on both sides (18,000 Confederate and 16,000 Union troops) during the battle, and a siege on Chattanooga by Bragg's army following Chickamauga, the Federal forces under Rosecrans maintained their grip on the city. With reinforcements from Union General Ulysses S. Grant, northern control of the Tennessee Valley was confirmed two months later when during another three day battle that took place November 23-25, the Union forces broke the siege and charged the Confederate line atop Missionary Ridge, where Bragg's troops retreated back into Georgia. The following spring, Union General William T. Sherman moved from his supply base at Chattanooga into Northwest Georgia beginning his march toward Atlanta and the sea (Chattanooga Sites Assessment 1998:3-5).

Established in 1890 as the first National Military Park in the United States, the Chickamauga battlefield is a major unit of the Chickamauga and Chattanooga National Military Park (**Figure D-17**). Efforts to create the park began in 1888 when Henry V. Boynton, a former Army of the Cumberland regimental commander, visited the battle site as a newspaper correspondent and conceived the idea of making a portion of the battlefield a memorial to Union troops. However, a broader vision of creating a memorial to both armies soon emerged, a dream he revealed at the conclusion of his series of newspaper articles.

This suggestion received wide approval during a time when reunions were a yearly event and the war itself had become highly glorified. A committee, organized at the 1889 Society of the Army of the Cumberland Reunion, which was held in Chattanooga, invited an equal number of Confederate veterans to join them at the reunion. The representatives of both armies met, drew up a charter, and became incorporated themselves as the Chickamauga Memorial Association. Others who supported the creation of this park were Ferdinand Van Derveer, Captain J. F. Shipp, and Adolph S. Ochs, the publisher of the *Chattanooga Times*.

The group then approached Congress, which appropriated money for a park and created the Chickamauga and Chattanooga National Military Park on August 19, 1890. The proposal was quickly approved within thirty minutes by the House and twenty minutes by the Senate, whereupon the measure was signed later that night by President Benjamin Harrison. When first created, the park had 5,562 acres, but Ochs soon began an effort to expand its acreage.

Chickamauga and Chattanooga National Military Park was dedicated in September



Figure D-17: This ca. 1940 postcard of the Chickamauga National Military Park shows the visitor's center near the entrance to the park and the alignment of the Dixie Highway's Western Division/U.S. 27. Little has changed to the setting in this image, and the route of the highway through the park will be realigned to an area that mostly lies outside the boundaries of the property (postcard courtesy of Martha Carver).

1895. An estimated fifty thousand people attended the ceremony, and among the participants were twenty-three congressmen, nine United States senators, fifteen governors, Vice-President Adlai E. Stevenson, who presided, over the dedication, and several war heroes including Union Lieutenant-General John Schofield and Confederate General James Longstreet. Following the dedication ceremony, Boynton and other veterans directed the placement of 1,400 monuments and markers under the guidance of the War Department, which administered all national military parks until their transfer to the National Park Service in 1933. Chickamauga also inspired the creation of other national military parks, and by 1899, Congress had created parks at Shiloh, Gettysburg, and Vicksburg.

Chickamauga and Chattanooga National Military Park soon became an important tourist destination for Chattanooga, and was reached by streetcar lines that took visitors to the park. According to a 1913 tourist brochure published by the Chattanooga Railway and Light Company:

the park is kept in its natural state, many of the old farm buildings being preserved as they existed during the engagement. About 75 miles of fine macadam roads have been laid out reaching all points of the reservation. Lines of battle, spots where officers were killed, and other points of interest are designated by tablets and monuments, the study of which can be followed with much interest for several days (Chattanooga Railway Brochure 1913:NP).

In the days before automobile touring became popular, the railway company operated cars that left for the Chickamauga battlefield every half hour. A round trip ticket to the park cost just 30 cents, and the 10-mile trip in either direction took approximately 45 minutes. Once visitors arrived from Chattanooga, the track ended at the Chickamauga battlefield where it was then necessary to "engage [a] carriage or automobile for a trip through the Park, taking about one hour" (Chattanooga Railway Brochure 1913:NP; author's postcard collection).

The advent of automobile travel and the Good Roads movement would eventually play an important role in the development of the park. As it was during the nineteenth century, the LaFayette Road continued to be an important north-south travel corridor through the Chickamauga Battlefield. With the designation of the Dixie Highway's Western Division, the LaFayette Road, became the route of the Western Branch inside the park. As automobile travel increased through the battlefield, several roadside businesses located near the entrances to the park, including the Arrow Rock Motel which stood along U.S. 27 at the south entrance

(author's postcard collection). Presently, the historic corridor of the Western Division of the Dixie Highway continues to function as the alignment of U.S. 27 through the Chickamauga Battlefield as it always has. However, because an average of 18,000 vehicles travel through the park daily and disrupt the experience of visitors to the battlefield, the highway will be re-routed to a new six-mile, four-lane divided highway that is currently being constructed and will be completed by the year 2001.

#53 FORT OGLETHORPE: The site of a Union hospital during the Battle of Chickamauga, Fort Oglethorpe was established in 1903 as the home of the U.S. Army's 6th Cavalry, and named for Georgia founder James Edward Oglethorpe. The base later became a mobilization center for American troops leaving for Europe in World War I, and Dwight D. Eisenhower spent a portion of his early military career stationed here. From 1942 to 1946, Fort Oglethorpe was a training center for the Army's Women's Auxiliary Corps Service (WACS). Though the military installation has since closed, many of the buildings of the main post area survive and have been listed as a historic district in the National Register of Historic Places. In terms of roadside architecture, Fort Oglethorpe has several examples including the Fort Oglethorpe, which recently lost its neon sign (*WPA Guide* 1940:438; *Travaho Trails* 1946:69; Chattanooga Sites Assessment 1998:99).

#54 ROSSVILLE: Rossville is located just south of the Tennessee state line and was named for John Ross, the part Scottish, part Indian Cherokee chief, who lived here prior to the Federal government's removal of the Cherokees in the late 1830s. By the Civil War, the community included a half dozen buildings, including the two-story log home of John Ross. Union troops under General George Thomas concentrated at Rossville in September 1863 following their retreat from the Battle of Chickamauga, and skirmished with forces led by Confederate Cavalry General Nathan B. Forrest.

With Confederate General Braxton Bragg's siege of Chattanooga, the community also became the location of several hospitals and supply depot for the Confederates. During the Union assault on Missionary Ridge, Union General Joseph Hooker's force swept the Confederate troops from nearby Rossville Gap. Once a heavily industrialized area, the city is now a bedroom community to Chattanooga, and has been heavily developed (*WPA Guide* 1940:437-438; Chattanooga Sites Assessment 1998:79).

U.S. 27 goes through the center of Rossville's downtown. Located in here are the following points of interest:

- a Georgia Historical Commission marker located in a small park sited along the east side of Chickamauga Avenue/U.S. 27, which commemorates the Old Federal Road. Built during the early 19th century, the Old Federal Road was one of the first transportation corridors linking Northwest Georgia with Tennessee and Alabama. The inscription on the marker reads as follows:

Old Federal Road

The first vehicular and postal route of Georgia to Rossville was the Federal Road across the Cherokee Nation. Beginning on the southeast Indian boundary in the direction of Athens, Georgia, the thoroughfare led this way toward Nashville via Tate, Jasper, Talking Rock and Spring Place.

Formal permission by the Cherokees to open the road was granted in the 1805 Treaty of Tellico, Tennessee. Prior to that time the trace served as an Indian trading path to Augusta.

The earliest post office in northwest Georgia was established on this route at Rossville, on April 5, 1817, with John Ross as postmaster (Scruggs 1973:470).

Near the Old Federal Road Marker is a stone arch that was erected by the Rossville Exchange Club in 1968. Inscribed on the arch is the following message:

DEDICATED TO THE GLORY OF GOD IN MEMORY OF THE SONS
AND DAUGHTERS WHO LAID DOWN THEIR LIVES IN DEFENSE
OF THEIR COUNTRY

- Best Jewelers, which is located in a row of commercial building on the west side of Chickamauga Avenue/U.S. 27 just north of the park where the Federal Road marker and Exchange Club Arch stand. The business operates in a ca. 1930 building, but has a ca. 1950 sign in front that reads: "BEST JEWELERS, EASY TERMS."
- Roy's Grill, which is located on the east side of Chickamauga Avenue/U.S. 27 at the corner of East Gordon Avenue. An excellent and rare example of Art Moderne diner architecture in the Deep South, this restaurant was built to serve food to laborers in nearby factories as well as to customers driving the Western Division of the Dixie Highway through Rossville (**Figure D-18**). While the business has always been located at this address, the present building is the second structure in which the grill has operated. The history

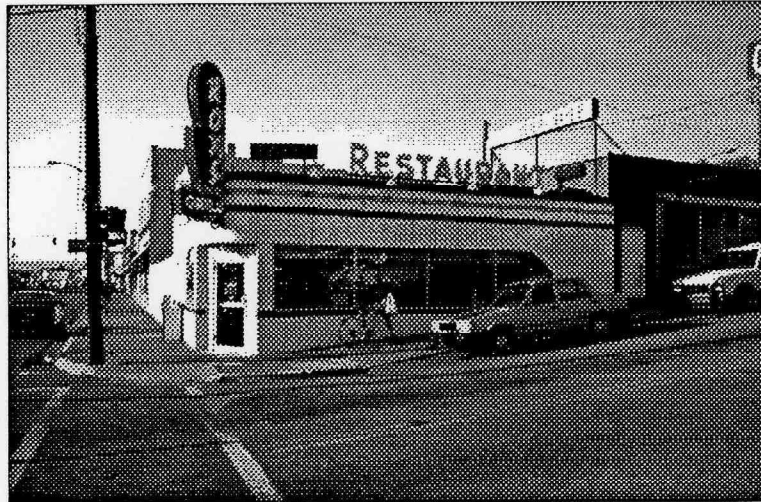


Figure D-18: Built in 1949 and located on the Western Division of the Dixie Highway/U.S. 27 in Rossville, Georgia is Roy's Grill. This building epitomizes the modernistic design influences that came to the South in the 1930s and 40s (photograph by author).

of the business began in 1934, when the Chattanooga-based Krystal Company opened its third hamburger stand in the original Roy's Grill building. This building stood in front of the present restaurant closer to U.S. 27 when the highway was still a two-lane road through Rossville. Apparently, this Krystal was unsuccessful because just two years after the hamburger stand opened, its manager, Roy Lewis took the business over and renamed it Roy's Grill (King 1998).

In 1949, Lewis replaced the earlier Krystal hamburger stand with a larger and more modern building, which featured porcelain enamel panels on the interior as well as the exterior; in addition to looking new, such finishes made cleaning the restaurant easier. The designer of the new building is unknown, but according to Harold King, the present owner, a company in Michigan was supposed to have manufactured the restaurant in prefabricated pieces, and prospective customers specified which pieces they would need when they placed the order. Roy operated the grill until his death in 1986, and a series of owners then followed (King 1998). Today, Roy's Grill serves short-order meals as well as traditional southern fare in an amazingly intact building. Be sure to try the malted milk shakes.

#55 AMERICAN LEGION GATE: Just after crossing the Tennessee state line is the American Legion Gate. Located on Rossville Boulevard (present-day U.S. 27) south of downtown Chattanooga, this gate was erected by the American Legion ca. 1920 to commemorate the soldiers of three different wars that marched through this area. The plaque on one of the gate posts reads:

FOUR AMERICAN ARMIES HAVE MARCHED OVER THIS ROAD, TWO
OPPOSING ARMIES IN THE CIVIL WAR 1861-1865, ONE IN THE
SPANISH AMERICAN WAR 1898 AND THE LAST IN THE WORLD WAR
1917-1918.

Also engraved into the stone of one of the gateposts are the words "ROAD OF REMEMBRANCE." This monument exemplifies the efforts of Good Roads organizations such as the Dixie Highway Association to make automobile routes memorials to the veterans of World War I.

#56 DOWNTOWN CHATTANOOGA: Located on a bend in the Tennessee River is downtown Chattanooga. Although Spanish Explorer Hernando De Soto visited the future site of Chattanooga in 1540, it was over two hundred years later that English-American settlement began in the area. In the 1770s, Scotsman John McDonald established a trading post on South Chickamauga Creek near here.

Following Tennessee statehood in 1796, only a small number of whites had come to the area that the future city would be established upon, but these few settlers lived in the Tennessee Valley along with the Cherokee Indians. By 1815, Chief John Ross, the descendant of both the Cherokees and of John McDonald began his own trading business at Ross's Landing when he built a log warehouse and a ferry over the Tennessee River at the foot of what is now Market Street (Hoobler 1986:115; Ezzell 1998:139).

The coexistence between the tiny group of white settlers and the Indians ended with the Federal government's policy of removal of all Native Americans from lands east of the Mississippi River for a new Indian Territory in the present-day state of Oklahoma. Unfortunately for the Cherokees of Southeast Tennessee, North Georgia, and Western North Carolina, who had largely adopted the customs and culture of their white neighbors, this would mean the forced march of their people along the infamous "Trail of Tears" from the Tennessee River Valley to Oklahoma in 1838. Following the removal of the Indians, white settlers came to the Tennessee River valley in ever larger numbers, and by the end of the decade, the settlement had been renamed Chattanooga (Hoobler 1986:115).

Incorporated as a town in 1839 and as a city in 1851, Chattanooga's economic development was spurred not only by its favorable location on the navigable Tennessee River, but also by the completion of two railroads: the Western and Atlantic Railroad in 1850, which tied the city to Atlanta, and the Nashville and Chattanooga Railroad in 1854, which connected the city to the Tennessee capital. On the eve of the Civil War, 2,500 people lived in Chattanooga. Despite being in a part of the state largely loyal to the Union, the majority of the city's residents voted in favor of secession. During the war, the city's railroad links made it strategically important, and the city saw a series of major battles during the summer and fall of 1863. For the remainder of the war, Union forces occupied Chattanooga (Hoobler 1986:115; Ezzell 1998:139).

While it was spared the large-scale devastation that other southern cities such as Atlanta and Columbia, South Carolina suffered during the Civil War, Chattanooga would nevertheless be affected by the war when it was occupied by Union armies and became the staging ground for Sherman's Atlanta Campaign and subsequent March to the Sea in 1864. Moreover, many Union soldiers returned to the city after the war and joined with their former enemies to establish many successful businesses, making Chattanooga the "Chicago of the South." Besides controlling the local economy, these northern businessmen, who were mostly Republicans, also held a firm political grip on the city for two decades after the war. The native

population later attempted to regain control over Chattanooga politics, but the Republican businessmen forged an alliance with the city's African-American community. This relationship enabled blacks in Chattanooga to wield an unprecedented amount of influence in a southern city, and led to substantial gains for African-Americans living there in terms of schools and positions on the city's Board of Aldermen (Ezzell 1998:140).

Despite setbacks such as a Yellow Fever epidemic in 1878, Chattanooga enjoyed much prosperity during the latter decades of the 19th century. During the 1880s, the city attracted a substantial amount of foreign investment. Through his newspaper, the *Chattanooga Times*, Adolph Ochs helped to promote Chattanooga as a place for sound economic growth. Much of this investment was speculation in the local real estate market. Unfortunately, this boom was followed by a bust that became worse during the Panic of 1893. With the Spanish American War, the city's fortunes turned favorable again. An example of the brightening local economy was a partnership between three citizens, Ben F. Thomas, Joseph B. Whitehead, and John T. Lupton, who bought the rights from Coca-Cola to open the world's first bottling plant for the soft drink. Another successful local business was the Chattanooga Bakery Company, which in 1919 began making a chocolate-covered marshmallow cookie that sold for five cents, and is now known as the "Moon Pie." By the early 20th century, Chattanooga was an important southern producer of iron and steel, and in 1910 more than 22,000 people worked in the city's 330 factories (Ezzell 1998:140; Irwin 1998:141; West 1995:60).

For being a leading southern city, Chattanooga received nicknamed the "Dynamo of Dixie." While its industrial and financial prowess made the city a popular place to do business, the natural beauty of its surrounding hills and the many interesting historic sites and Civil War battlefields near Chattanooga also made it an attractive tourist destination in the early 20th century. These qualities likely had much to do with both alignments of the Dixie Highway being routed through the city in 1915. Local businessmen like John Lovell, the manager of the Hotel Patten (**on Tour #2, Figure #D-20**), and leaders including Judges Will Cummings and Michael M. Allison became staunch good roads activists who were also instrumental in the creation and promotion of organizations such as the Dixie Highway; their leadership likely had much to do with the Highway Association's decision to locate its national headquarters here in Chattanooga.

Today, Tennessee's fourth largest city continues to be a manufacturing center, and is the headquarters of several insurance companies. It is also the headquarters of Krystal Hamburgers, which began here in 1932. In addition, because it is located

at the important crossroads of Interstate 75 and Interstate 24, tourism continues to be an important mainstay of the local economy (Ezzell 1998:140).

Before concluding the tour today, the bus will pass the following points of interest in downtown Chattanooga:

- Terminal Station, which stands at 1434 Market Street. Built 1905-1909 by the Southern Railway according to the design of architect Donn Barber, the station is now known as the "Choo Choo." Barber submitted his plans for the station to the Ecole de Beaux Arts in Paris while a student there and won first prize for his work. Terminal Station was built to serve Chattanooga's burgeoning rail traffic. Though it was a village in the 1830s, Chattanooga has been served by railways since 1849, and in a decade had become one of the most important inland railroad centers in the South, which also determined its strategic value during the Civil War. After the war, Chattanooga remained a regional railroad hub, but by 1900, its passenger depot could no longer serve the 30 passenger trains using the station daily.

One of Terminal Station's most important features is its magnificent 85-foot dome; its brick arched entrance was reputed to be the highest in the world at the time of its construction. With the cessation of passenger rail service to Chattanooga in 1971, the fate of the city's two principal railroad stations became uncertain. Unfortunately, despite local opposition, Union Station was lost in 1973 following the State of Georgia's sale of the complex to a private developer who demolished not only that depot, but also an 1858 car shed that had survived the Civil War, an 1880s freight depot, and a rail yard turntable. Many feared that the Terminal Station would suffer the same fate, but local developers spent \$4 million to rehabilitate the building. Today, Holiday Inn operates the building as the Chattanooga Choo Choo, which contains restaurants, shops, overnight accommodations, and a 3,000 square foot model railroad museum all in a 30-acre complex.

- the Ellis Restaurant (**Figure D-19**), which is a splendid example of 1930s Art Moderne-style architecture and is located on Market Street opposite Terminal Station. While some of the other surrounding railroad-related businesses and ancillary warehouses near the train station have been lost over the years, this restaurant survives, although it is vacant and suffers from neglect and vandalism. The Ellis Restaurant features a Carrara glass facade, a sign advertising "STEAKS AND CHOPS," and a neon sign that when lit depicted the motion of frogs leaping across the top of the facade.



Figure D-19: Located opposite to Terminal Station on Market Street, the route of the Dixie Highway in Chattanooga, is the Art Moderne-style Ellis Restaurant. One of the building's imaginative features is the neon sign which featured the motion of a leaping frog (photograph by author).

- the Hotel Patten, which is located at 1 East 11th Street (**Figure D-20**). Built in 1908 at a cost of \$2 million, this hotel was designed by Atlanta architect Walter T. Downing. Its steel-frame construction and three visual divisions reflect the ideals of Louis Sullivan and the Chicago School of architecture. Part of the J. B. Pound chain of hotels, the Patten Hotel was the headquarters of the Chattanooga Automobile Club and the Dixie Highway Association, and was the location of several of the Highway Association's Board of Directors' meetings. An E. C. Kropp postcard from the 1930s advertised the business as "Chattanooga's Leading Hotel," and carried the caption "Where the Highways Meet." The building is 11 stories tall, and as a hotel had 400 rooms. The broadcast towers of local radio station WDOD once stood on the rooftop (author's postcard collection). While the building no longer functions as a downtown hotel, it has been adaptively reused to serve as elderly housing. Sadly, the building's elaborate cornice was removed in 1991.
- the Volunteer Parking Garage, which is a component of the Volunteer Life Insurance Company complex located at Georgia Avenue, Patten Parkway, and M. L. King Boulevard. This four-story parking garage was built in 1927 for the adjoining 1916 Volunteer State Insurance Company building and is constructed of poured concrete faced with brick, cut stone, and terra cotta. The designer of the building was architect Louis H. Bull, who also designed the Etheridge Showroom (**on Tour #2**) and worked in Missouri and Tennessee.

Built according to the patented D'Humy ramp system, a system of staggered floors reached by short ramps with low grades that is a standard feature of many parking decks, this garage provided spaces for 371 cars. The garage offered delivery to guests in nearby hotels, was open 24 hours a day, and provided washing, gas, oil, and tire service to customers parking their cars there. Other than the addition of a porcelain-paneled roof in 1965, the exterior of this building is largely intact, and this parking garage is a contributing resource in the National Register-listed Market Square/Patten Parkway Historic District (*Parking*, April 1980:33; Carver, Market Square/Patten Parkway National Register Nomination 1979).

- the Fireman's Fountain, which is located in a triangular park at Georgia Avenue, Lookout Street, and West 6th Street. Built in 1888 as a memorial to Chattanooga firemen killed in a fire, this fountain was manufactured by the



Figure D-20: This ca. 1935 postcard shows the Chattanooga, Tennessee's Hotel Patten. In addition to being at the crossroads of several important U.S. highways (the caption of the postcard reads "WHERE THE HIGHWAYS MEET.") this building also served for a time as the headquarters of the Dixie Highway Association (author's postcard collection).

J. L. Mott Iron Company (also the maker of the statues at the Calhoun, Georgia Monument—see site #D-21) and has a fireman's figure attached to it. The fountain is the central feature of the National Register-listed Fountain Square Historic District.

RETURN TO READ HOUSE HOTEL

