United States Department of the Interior
National Park Service

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Nat. Register of Historic Places
National Park Service

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 Tallapoosa Commercial Historic District

other names/site number

2. Location

street & number Centered on U.S Highway 78, the railroad line, Head Avenue, and Odessa Street ☐ not for publication

city or town Tallapoosa ☐ vicinity

state Georgia code GA county Haralson code 143 zip code 30176

3. State/Federal Agency Certification

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

I hereby certify that this X 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 X 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 X local

William R. Hover 25 March 2016
Signature of certifying official/Title: for Dr. David C. Crass/Historic Preservation Division Director/Deputy SHPO Date

Historic Preservation Division, Georgia Dept. of Natural Resources
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:)

Joy Edson M. Beall 5.16.16
Signature of the Keeper Date of Action

5. Classification

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

- [X] private
- [ ] public - Local
- [ ] public - State
- [ ] public - Federal

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

- [ ] building(s)
- [X] district
- [ ] site
- [ ] structure
- [ ] object

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

Contributing	Noncontributing	
29	10	buildings
0	1	sites
1	0	structures
0	0	objects
30	11	**Total**

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

N/A

Number of contributing resources previously listed in the National Register

N/A

6. Function or Use

Historic Functions
(Enter categories from instructions.)

COMMERCE/TRADE: business
COMMERCE/TRADE: professional
COMMERCE/TRADE: specialty store
COMMERCE/TRADE: department store
COMMERCE/TRADE: financial institution
TRANSPORTATION: rail-related
SOCIAL: meeting hall
RECREATION AND CULTURE: theater

Current Functions
(Enter categories from instructions.)

COMMERCE/TRADE: restaurant
COMMERCE/TRADE: specialty store
COMMERCE/TRADE: professional
TRANSPORTATION: rail-related
LANDSCAPE: park
SOCIAL: meeting hall

7. Description

Architectural Classification
(Enter categories from instructions.)

LATE VICTORIAN: Italianate; Renaissance
LATE 19TH AND EARLY 20TH CENTURY AMERICAN MOVEMENTS: Classical Revival

Materials
(Enter categories from instructions.)

foundation: BRICK
walls: BRICK; WOOD; CONCRETE
roof: ASPHALT
other: METAL: cast iron (storefront elements)

Narrative Description

(Describe the historic and current physical appearance of the property. Explain contributing and noncontributing resources if necessary. Begin with **a summary paragraph** that briefly describes the general characteristics of the property, such as its location, setting, size, and significant features.)

Summary Paragraph

The Tallapoosa Commercial Historic District consists of the small, intact commercial core that developed from the late 19th through the mid-20th centuries. Its layout was based on an 1882 town plan centered on the Georgia Pacific Railway line (now the Norfolk Southern Railroad). Located about five miles east of the Alabama state line in western Haralson County, the district is mostly flat with few trees. Downtown streets are arranged in a grid pattern that aligns with the east-west railroad that bisects the town. Most commercial development is located along two blocks fronting the railroad at the intersection of U.S. Highway 78 and State Route 100, plus one perpendicular block on each side of the railroad line at Head Avenue and Odessa Street. Contributing resources in the district consist primarily of attached retail-and-office buildings dating from the late 1880s to the mid-1960s. Some of the prominent early buildings include the W.B. Smith Block (1889), the Merchants' and Miners' Bank (1891), and the S.C. Littlefield Block (1892). Most of the construction in the district occurred before 1923, with 1909-1914 being the most active period for extant buildings. Buildings typically have red brick or concrete block façades of one to two stories in height with first-floor storefronts (a few with cast iron) and upper-floor windows under cornices and/or corbelled brickwork. Most are set uniformly along the front property line at the sidewalk. Overall integrity is good, except for some storefront alterations and façade coverings.

Narrative Description

The following was written by Dan Latham, Northwest Georgia Regional Commission Planner, with minimal editing by HPD staff, as part of the "Tallapoosa Commercial Historic District," Historic District Information Form, February 4, 2014, which is on file at the Historic Preservation Division, Georgia Department of Natural Resources, Stockbridge, Georgia.

The Tallapoosa Commercial Historic District consists of the intact historic commercial area of downtown Tallapoosa located in west central Georgia. In 1882 the Georgia Pacific Railway laid tracks three-fourths of a mile southeast of "old" Tallapoosa, a crossroads town incorporated in 1860. Simultaneously with the railroad's construction in November 1882, a "new" Tallapoosa was surveyed and laid out in a 38-block grid north and south of the railroad corridor. The core of the Tallapoosa district sits at the crossroads of the railroad and a couple of roads. According to Darlene Roth's "Georgia Community Development and Morphology of Community Types," a statewide context, this layout of rail and road is defined as a cross-rail town.

Commercial development in the district consists of attached, mostly brick, one-story, single- and multiple-retail buildings and two-story retail-and-office buildings (two of which were originally three stories). These commercial buildings line both sides of centrally located Head Avenue, which crosses the railroad perpendicularly; face the railroad along a two-block section of Atlanta Street (U.S. Highway 78), which parallels the railroad to the north; face the railroad along a one-block section of Alabama Street, which parallels the railroad to the south; and line both sides of Odessa Street, which runs one block south from, and perpendicular to, Alabama Street.

Within the district, the railroad corridor is on high ground, as is Head Avenue and Odessa Street. Alabama Street slopes downward slightly west to east (from Odessa Street to Alewine Street). From Head Avenue, Atlanta Street and Lyon Street slope downward to the east and to the west. Alewine Street slopes downward from Atlanta Street to Lyon Street and sharply downward from Alabama Street to Lipham Street. Ann Street slopes downward slightly from Alewine Street to Freeman Street.

The pattern of land subdivision within the district is the result of a planned development by the Georgia Pacific Railway in 1882. The commercial district, part of that original 1882 town plan, has a mostly gridiron street pattern oriented in the cardinal directions or, in some sections, oriented parallel and perpendicular to the tangent of a specific point on the curvature of the railroad line. Atlanta and Alabama streets run parallel to the railroad line. Subsequent development of the district conforms closely to the original plan. Frierson Street, however, was not opened between Lipham Street and Alabama Street. Lots within original city blocks remain rectangular-shaped, although lot layout and size sometimes changed as the business section evolved.

The historic district's contributing buildings are predominantly single retail, multiple retail, and retail-and-office type commercial buildings dating from c.1889 to 1966. They are mostly one- and two-story, attached, brick buildings constructed prior to 1923 with the typical three-part commercial façade consisting of storefront, upper façade, and cornice.

Contributing buildings constructed from c.1889 to c.1903 are predominantly brick multi-story retail-and-office commercial buildings. Cast-iron storefront and façade components are present on several examples, as are limited stylistic elements from various architectural styles associated with the late 19th and 20th century revival periods.

The oldest building in the historic district, the c.1889 W. B. Smith Block, a.k.a. W. H. Kimball Block (14 W. Alabama Street; photograph 2, on left) has a brick cornice with corbelling and decorative brickwork, a brick pediment, and second-floor windows with segmental-arched dripstone moldings connected by a belt course. Originally, the building had two ground-floor commercial spaces and a centrally located entrance for access to second-floor offices. Today one of the ground-floor entrances is no longer extant.

The two-story building at 129 Head Avenue (photograph 15, partial façade on left) was originally built for the Merchants' & Miners' Bank in c.1891 and is unusual in that it does not have the typical commercial building storefront arrangement. The front façade is symmetrical; and the slightly-raised first floor has an arcaded appearance, with two windows set in blind arches flanked by arched entrances. The upper story has windows set in blind arches, framed by pilasters, and a bracketed, metal cornice. The north façade (facing E. Lyon Street) features first-floor round-arched windows and second-floor segmental-arched, paired windows framed by pilasters.

Immediately south of the Merchants' & Miners' Bank building is another significant boom-period building, the two-story S. C. Littlefield Block built in c.1891-1892 (125 Head Avenue). This building features an ornate cast-iron front manufactured by the Mesker Brothers Iron Works in St. Louis, Missouri (photographs 15 and 16). The company was operated by brothers Bernard and Frank Mesker. Another brother, George, operated a competing company, George L. Mesker & Co., based in Evansville, Indiana. The Mesker brothers were designers and manufacturers of ornamental sheet-metal facades and cast-iron storefront components from the 1880s to the mid-20th century. The Mesker brothers' companies also produced tin ceilings, iron railings, stairs, roof cresting, ventilation grates, iron awnings, skylights, and freight elevators. The companies' products are often referred to as "Meskers."

The J. M. McBride Block brick building at 107-109 Head Avenue was constructed c.1892 as a three-story building with two ground-floor commercial spaces and a central entrance door to the upper floors (photograph 11). The building lost its third floor, cornice, and pediment between 1903 and1908 and was reconfigured as a two-story building with a raised upper façade and simple cornice. The building features a mostly original storefront section with cast-iron pilasters and a three-part upper façade defined by rusticated pilasters. Upper façade fenestration consists of a central window with three segmental-arched openings, the middle opening wider and taller than the others, and a pair of single windows with decorative crowns situated to each side of the central window.

The George M. Williams Block, a.k.a. Elton Block, located at 2190 U.S. Highway 78, was built c.1892 (photograph 8). Due to a July 1963 fire, the building lost almost half of its original height, including the third story, cornice, pediment, finials, and roof cresting. The building retains its cast-iron and wood storefront section and second floor. The building has a low, truncated appearance and is more obviously altered than the J. M. McBride Block.

The buildings at 5 and 19 Odessa Street, built c.1895-1903, are somewhat of a transition between the earlier boom-period commercial buildings and the less individual and ornate commercial buildings constructed from 1903 to 1923. The J. H. Davis Building, a.k.a. Lipham Building (5 Odessa Street; photograph 4), was the first one-story brick commercial building constructed in the district. The storefront features cast-iron pilasters and retains its original, recessed, double-door entrance, flanked by display windows with transoms and lower window panels. At the top of the upper façade is an elaborate corbelled cornice and a double row of inset panels, the lower of which features patterned brickwork. The front awning was added at an unknown date.

The two-story G. W. & J. C. Tumlin Building at 19 Odessa Street (photograph 5) features double, segmental-arched windows on the upper façade and a cornice area very similar to the one-story building at 5 Odessa Street. The Tumlin Building originally had a central entrance leading to the second floor flanked by two primary, storefront entries. The current storefront has one central entrance flanked by display windows.

Buildings constructed from 1903 to 1923 were predominantly single- and multiple-retail types. The building at 102-112 Head Avenue has a corner entrance and four entrances facing Head Avenue (photograph 13). Three of the entrances retain their recessed openings. The building is brick with a decorative brick cornice.

Two other retail-and-office buildings (24 W. Alabama Street and 26 W. Alabama Street; photograph 3, right) were built during the first two decades of the 20th century. These buildings are of brick construction with simple corbelled cornices and upper facades featuring inset panels with corbelling or dentils (generally one panel over each commercial space), possibly suggesting a frieze below the cornice. The two buildings have single and paired segmental-arched windows in the upper façade and in the storefront section, two commercial spaces and a central entrance to the second floor.

There was no use of sheet metal and cast-iron storefront components in the district during this period, and buildings were generally vernacular in design with no stylistic elements. Good examples of these one-story vernacular brick commercial buildings include the following: 102-112 Head Avenue (photograph 13); 2162 U.S. Highway 78 (photograph 10); 2182 U.S. Highway 78; 30 W. Alabama Street; 7 Odessa Street; and 18-20 Odessa Street (photograph 6).

An atypical commercial building from the 1903-1923 period is the W. W. Summerlin Building at 122 Head Avenue (photograph 14). It is a one-story concrete-block building with two commercial spaces and is the only building in the district with an ornamental or rusticated concrete-block façade. The concrete block used in its construction was probably made locally by a manufacturer located on Atlanta Street, about four blocks east of the district according to the 1914 Sanborn Maps.

Another atypical example is the R. P. Thornton garage building, a.k.a. Mitnick Chevrolet (2176-2178 U.S. Highway 78), comprised of two symmetrical fronts framed by pilasters (photograph 7). The lower façade of the west front has a central entrance framed by pilasters and flanked by display windows with replaced transoms. The lower façade of the east front originally had garage doors as a service entry. The building's upper façade features multiple rows of inset panels and shaped parapets. Contrasting, white, glazed terra-cotta accents (parapet coping, pilaster caps and bases) embellish the building.

There was very limited construction in the district from the early 1920s through World War II. In 1936-1937 the Amuzu Theatre at 114 Head Avenue was enlarged (height and depth) and remodeled as the Grand Theatre (photograph 12). The marquee has been removed and the lower façade altered, but the upper façade retains its 1937 appearance. The upper façade has a mostly flat wall surface with a shaped parapet and four symmetrically placed windows on three levels. The three lower windows were wooden, double-hung sash type, while the upper, central window is a steel horizontal pivot type, probably for the projection room. The inset panels on each side of the lower, central window relate to those on the facade of the building immediately to the south (102,-112 Head Avenue) and are possible remnants of the building's earlier façade. The building is no longer used as a theater.

The historic district's contributing buildings constructed after World War II include 117-119 Head Avenue, 139 Head Avenue (photograph 17), and 38 W. Alabama Street. The building at 38 W. Alabama Street, constructed in 1950 has large display windows. The building at 117-119 Head Avenue is brick with two commercial spaces and large display windows. These are one-story brick veneer or concrete-block buildings with flat or sloping roofs. Typically, these buildings have little or no ornamentation and no stylistic references.

Typical streetscapes include uniform setbacks of building facades creating a "wall" effect along the street. Recent streetscape changes have been made for much of the district: concrete, diamond-patterned sidewalks with benches, trash receptacles, replica street lights, corner bump-outs containing shrubs and/or street trees, and on-street parking spaces. A small non-historic greenspace (park) is located along the north side of the railroad corridor at Atlanta Street. It contains newly planted trees, a fountain, a bench, and a portable steam engine (photograph 9). This is a noncontributing site. Displays and other minor elements in the park, such as the portable steam engine, were brought in from other locations and are not included in the resource count.

Streets in the historic district today are configured much as they were when Tallapoosa was laid out in 1882 (except Frierson Street, between Lipham and Alabama streets, was never opened). The Bankhead Highway (U.S. Highway 78), built through the district in 1931-1932, follows its historic alignment. This highway was widened and resurfaced through the center of town in 1963. A section of the Tallapoosa Street Railway route ran along Head Avenue and east along Atlanta Street (U.S. Highway 78) in the early 1890s. No known physical remains of the street railway exist.

The Southern Railway (originally Georgia Pacific Railway) tracks follow their original alignment through the district. Still an active line, the tracks form a wide arc on their raised bed as they enter the commercial area of Tallapoosa. Rail crossings are located at Head and Alewine avenues. The railroad is counted as a contributing structure.

Noncontributing buildings within the district include those buildings that have been significantly altered from their historic appearance or were constructed after the end of the period of significance. Examples include several buildings that have the historic façades covered by nonhistoric materials, usually metal or new brick (photograph 10, right; photograph 15, right; and photograph 8, left).

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.)

- [x] 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.
- [x] 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.)

ARCHITECTURE
COMMERCE
COMMUNITY PLANNING AND DEVELOPMENT

Period of Significance

c.1882-1966

Significant Dates

1882- completion of the railroad line downtown
1887 - Tallapoosa Land, Mining, and Manufacturing Company formed
1890 - Georgia-Alabama Investment and Development Company formed

Significant Person

(Complete only if Criterion B is marked above.)

N/A

Cultural Affiliation

N/A

Architect/Builder

N/A

Period of Significance (justification)

The period of significance begins c.1882 with the construction of the first railroad line through the district and ends in 1966, the end of the historic period.

Criteria Considerations (explanation, if necessary)
N/A

Statement of Significance Summary Paragraph (Provide a summary paragraph that includes level of significance and applicable criteria.)

Tallapoosa was created with the arrival of the railroad in the 1880s, which encouraged commerce and industry in the town and its surrounding county. The Tallapoosa Commercial Historic District is significant at the local level under Criteria A and C. It is significant in community planning and development for its intact historic town plan, which was part of a planned development by the Georgia Pacific Railway and subsequent expansion by the Tallapoosa Land, Mining, and Manufacturing Company, a speculative development company whose goal was to create a boom city. Using the typology described in "Georgia Community Development and Morphology of Community Types" (Roth 1989), Tallapoosa fits the pattern of a cross-rail town, which has at its heart a junction of roads and railroad tracks. In the area of commerce, Tallapoosa's significance derives from its role as the historic commercial center of the surrounding area. While typically the county seat filled this role, Tallapoosa was once larger and more prosperous than the Haralson County seat of Buchanan. By the 1890s, the Georgia-Alabama Investment and Development Company promoted Tallapoosa to Northern investors. In its early decades, Tallapoosa was the business center for industries such as iron furnaces, glassworks, machine works, textile mills, and even a short-lived wine industry. The district is also significant in architecture for its representative collection of commercial buildings that reflect design and construction traditions commonly found in Georgia towns. Stylistic influences include late-Victorian styles, such as Italianate and Second Renaissance Revival, plus stripped-down versions of early-20th-century classical styles. The district contains several excellent examples of cast-iron storefronts, including an ornate example by Mesker Brothers Ironworks of St. Louis, Missouri.

Narrative Statement of Significance (Provide at least **one** paragraph for each area of significance.)

The Tallapoosa Commercial Historic District is significant at the local level under Criterion A in the area of community planning and development because it represents the downtown commercial center of a small town that was planned and developed in ways that are characteristic of many railroad towns in Georgia. Tallapoosa was founded in the late 19th century when the Georgia Pacific Railway Company laid tracks in 1882 as it headed west from Atlanta to Birmingham. A plan for the new city was laid out in a 38-block grid for both residential and business lots.

According to Darlene Roth's "Georgia Community Development and Morphology of Community Types," a statewide context, Tallapoosa is defined as a cross-rail town with the railroad bisecting the town. Commercial buildings are located on the north and south sides of the railroad corridor. This type of town has the railroad and a junction of roads at its core. The main road crosses the railroad perpendicularly and commercial development occurs at the railroad junction and also along the main roads crossing the tracks. The cross-rail town is very common in Georgia.

The major road orientation, street grid pattern, and railroad line remain intact from the historic period. Commercial buildings are located along two main streets, U.S. Highway 78 and Head Avenue. The majority of the buildings date from the late 19th century to 1966 and represent the evolution of commercial development in Tallapoosa. As the city grew, residential development moved away from the commercial core to the periphery of the downtown. The growth of Tallapoosa away from the central business district reflects the major periods of community development influenced by various social and economic factors. Most of the

oldest residential areas of the town are located on main streets near the downtown. As the physical framework of the town expanded, later housing moved to the periphery.

Tallapoosa is significant as a planned development initiated on a speculative basis by the Georgia Pacific Railway in 1882. Beginning in July 1887, Tallapoosa's development was stimulated by the investment and promotion activities of the Tallapoosa Land, Mining, and Manufacturing Company, incorporated under the laws of Maine with a capital stock of $2,000,000. A syndicate of Northern capitalists, which had acquired control of about 4,000 acres of city lands and adjacent mineral lands, organized this company on June 27, 1887. The main purpose of the promoters was to create a boom city. R. L. Spencer was the prime mover in the enterprise. The company's officers and directors included both Northern and Georgia capitalists. George W. Adair of Atlanta was the company's president, and John B. Gordon, Governor of Georgia, was one of its directors.

The Tallapoosa Land, Mining, and Manufacturing Company began an extensive system of improvements and developments aimed at building a great residential and manufacturing city and fashionable resort based on the surrounding mineral wealth and numerous mineral springs in the area. To any person desiring to establish manufacturing facilities on their own, the company offered land free of cost. By September 1887, the company had issued an elaborate prospectus and the company's landscape and mining engineer, Frank Rieman, had designed a new plan of the city, greatly expanding the 1882 plan. From September 1 to December 1, 1887, the company claimed to have spent $73,300 on surveys, grading and clearing streets, construction of an office building, a hotel, houses, advertising, development of mines, and other expenses and improvements.

Tallapoosa was promoted as the first and only strictly "Yankee city under Southern sun," having a larger number of Northern people in proportion to its population than any other city in the South. The company boasted that two-thirds of the city's population was Northern and that Northerners moving to Tallapoosa "will find a community necessarily northern in its customs, and will see all of the thrift and enterprise that is proverbial of New England manufacturing cities." The business of the Tallapoosa Land, Mining, and Manufacturing Company continued until September 1890. Through alleged mismanagement and fraud, the company was largely in debt and liable, and little remained to be gained by continuing to operate under its name. Through various manipulations of property and stock, the old land company was reorganized. A petition for the organization of the Georgia-Alabama Investment and Development Company was made under the laws of Alabama, and on September 19, the petition was approved. This second company was dissolved in 1893, and Tallapoosa experienced various cycles of boom and bust as it attempted to recover in the following decades.

The district is significant in the area of commerce because of its sustained role as the principal commercial center in Haralson County. Despite the fact that it was not the county seat, Tallapoosa was the largest town in the county for several decades. Throughout the historic period, the district housed many commercial enterprises to meet the needs of Tallapoosa's citizens. As the town grew, various industries based upon the area's natural and agricultural resources, including cotton, grain, minerals, and timber, were located near downtown, just outside the district. The district was the center of commercial enterprises in the surrounding area from the late 19th- through the mid-20th centuries. The historic business district near the railroad represents Tallapoosa as a center of commerce for most of the surrounding county. The streets near the railroad tracks were historically the primary location for the trading, buying and selling of goods, services, and commodities on a local basis. The historic commercial buildings are representative of the types of commerce that contributed to the town's economy throughout its early history. The district's commercial buildings are typical of the mercantile, professional, and banking businesses commonly found in Georgia's small railroad towns. These buildings contained grocers, general merchants, professional offices, specialty stores, and

banking institutions. In the few two-story examples, there were ground-floor retail spaces with the upstairs reserved for professional offices and living areas.

The Tallapoosa Commercial Historic District is significant at the local level under Criterion C in the area of architecture because the commercial buildings are representative of architectural types and styles built in Georgia's downtowns from the end of the 19th century through the middle of the 20th century. Tallapoosa has many good intact examples of commercial architecture that date from its period of greatest growth during the late 19th century into the 1960s. Commercial buildings in the district are attached one- and two-story brick buildings. Other character-defining features of the late 19th- and early 20th-century commercial buildings include simple rectangular forms; storefronts that face directly onto the sidewalk; a common setback; large display windows; and architectural ornament primarily on the front facades. Most of the buildings are one story in height and brick is the most common building material. While there are few high-style examples, influences include late-Victorian styles, such as Italianate and Second Renaissance Revival, plus stripped-down versions of early-20th-century classical styles. The district contains several excellent examples of cast-iron storefronts, including an ornate example by Mesker Brothers Ironworks of St. Louis, Missouri on the building at 125 Head Avenue. An extremely intact storefront can be seen on the department store at 5 Odessa Street. The names of the architects are not known, but several buildings were clearly architect-designed.

Developmental history/additional historic context information (if appropriate)

The following was written by Dan Latham, Northwest Georgia Regional Commission Planner, as part of the "Tallapoosa Commercial Historic District," Historic District Information Form, February 4, 2014, on file at the Historic Preservation Division, Georgia Department of Natural Resources, Stockbridge, Georgia. Originally written by Dan Latham for the North Tallapoosa Residential Historic District nomination, it has been edited for this nomination.

Pre-1882: Old Tallapoosa

Tallapoosa, named for the river one and one-half miles to the north, was a small crossroads settlement in Carroll County well before Haralson County was created, and appears on William Bonner's 1847 map of Georgia. George White, in Statistics of the State of Georgia (1849) listed Tallapoosa and Burret [Burnt] Stand as two of Carroll County's post offices. One of the earliest and most important roads in the Southeast ran through these settlements, east to west across the area. This was the Middle Alabama Road via Villa Rica, sometimes also known as the "Tallapoosa Road" or the "Sandtown Road." It was paralleled by the Coosa River routes to the north and by the McIntosh and Oakfuskee traces to the south. Passing just north of present-day Temple, the Middle Alabama Road passed through Burnt Stand and continued westward, eventually passing through Tallapoosa. After leaving Tallapoosa, the Alabama Road was known as the "Jacksonville Road," as it was used to reach the area in and around Jacksonville, Alabama.

Haralson County was created by an act of the Georgia General Assembly on January 26, 1856, taking land from both Carroll and Polk counties. The area that became Tallapoosa, south of the Cherokee line, had been Creek territory until 1825, at which time it became part of Carroll County. Land in that area was surveyed into 202.5-acre lots and was distributed for settlement by the state in the land lottery of 1827. In the act creating Haralson County, the General Assembly specified that the county elections and public business would be held and transacted at Tallapoosa until the county site was located by the Inferior Court and until the organization of the militia districts (as voting precincts). The site for the county seat was selected in May 1857 in a central

location, eight miles northeast of Tallapoosa. Buchanan, the new county seat, was incorporated on December 22, 1857. On December 20, 1860, Tallapoosa became the second town in Haralson County to be incorporated. Its corporate limits were a circle of one-half-mile radius, with the center being "where the roads cross each other."

Haralson County remained sparsely populated through 1880. The new county's population in 1860 was only 3,039. Population increased to 4,004 in 1870 and to 5,974 in 1880. According to the 1880 census, Buchanan had a population of 158 and Tallapoosa had a population of only 52. In 1880 Tallapoosa received a new charter. The corporate limits remained the same but were described being "1/2 mile in every direction from the crossing of the Cedartown and Arbacoochee and Buchanan and Jacksonville roads." This crossing of roads was at the present intersection of Broad Street and Arbacoochee Road.

At the beginning of the 1880s, the nearest railroads were at Cedartown and Carrollton, some 20 miles distant. In 1881 Tallapoosa had Missionary Baptist and Methodist churches and a common school (academy). The Tallapoosa River furnished power to operate a wool carder, grist and flour mills, saw mills, and a machine shop. There was a cotton gin and planing mill operated by steam. Cotton, corn, and wheat were the chief exports, and the town received daily mail. According to the Georgia State Gazetteer and Business Directory, 1881-82, saw mills were operated by M. Aderhold and A. J. Head & Company. Grist mills and gins were operated by Cadle & Watson and D. F. Mann, and a grist and flour mill and gin was operated by J. M. Hooper. General stores were operated by M. Wilson & Company and J. T. Barnwell, who was also postmaster; and C. Taliaferro operated a grocery. Other businesses included Killgore & Company, saloon, and E. M. Little & Company, distillery. Physicians were F. A. Kiker and W. J. Taylor, and A. A. Pittman was listed as "teacher."

1882 to 1887: A New Tallapoosa

The decade of the 1870s had been a period of national depression, regional instability, and limited outside investment following the Civil War. The booming 1880s, however, brought increased outside investment, renewed railroad construction, and dramatic growth and development. During the 1880s, two railroads were constructed through Haralson County. The first and most important for Tallapoosa was the Georgia Pacific, which was built east to west from Atlanta toward Birmingham in 1882.

In the fall of 1882, the Georgia Pacific Railway Company laid its tracks three-fourths of a mile south of the center of "old" Tallapoosa. A "new" Tallapoosa was surveyed and laid-off by Charles D. Camp, civil engineer, in a 38-block grid of business and residential lots bisected by the railroad. The new Tallapoosa, part of Land Lots 129, 130, 151, and 152, Eighth District and Fifth Section, lay just outside the corporate limits of 1880, the extreme northwest corner of the new plan apparently about touching the then circular town limits. Streets named in the 1882 plan were, to the north of the railroad: Alewine, Ann, Atlanta, Freeman, Head, Lyon, Mill, Pine, Spring, Stokes, Stone, Taliaferro, and Vine. To the south of the railroad were the following streets: Alabama, Alewine, Frierson, Hill, James, Lipham, Long, Meadow, Odessa, and Stewart. The Tallapoosa Commercial Historic District lies entirely within the 1882 town plan.

On and after November 1, 1882, the Georgia Pacific Railway Company's schedule took effect between Atlanta and Tallapoosa. Sales of town lots began the same month by real estate agents George W. Adair and Thomas A. Frierson of Atlanta. Colonel Adair conducted what was advertised as "the first Grand Excursion to Tallapoosa" on November 22, 1882, when he offered for sale at auction 128 business and residence lots. Six days later on November 28, T. A. Frierson conducted a grand sale at the Tallapoosa depot, complete with music and free barbecue.

The new Tallapoosa remained unincorporated during this period. Bowden Street connected the old town and the new town. With no stimulus except the railroad, a healthy location, and its agricultural and timber products, Tallapoosa's population increased eightfold or more within four to five years. One source gives the population as about 400 in July 1887. The Georgia State Gazetteer, Business and Planters Directory, 1886-87, states that Tallapoosa had a "tributary" population of 500, Baptist and Methodist churches, public schools, steam-operated saw and planing mill, and offices of Southern Express and Western Union Telegraph. Cotton (1,000 bales), lumber, and grain were the exports. The directory listed two saw mills, one grist mill, one saw and grist mill, one saw and planing mill, one cotton gin and grist mill, and one shingle manufacturer. Also listed were 15 general stores, four hotels, two saloons, one livery stable, one millinery, five lawyers, three teachers, one photographer, and one druggist. Glass & Company was the only builder listed. A. I. Head was mayor, R. G. Bentley was marshal, S. L. Hilton was justice, and J. H. Davis was postmaster.

1887 to 1893: Boom and Bust

Beginning in July 1887, Tallapoosa's development was stimulated by the investment and promotion activities of the Tallapoosa Land, Mining, and Manufacturing Company, incorporated under the laws of Maine with a capital stock of $2,000,000. A syndicate of Northern capitalists, which had acquired control of about 4,000 acres of city lands and adjacent mineral lands, organized this company on June 27, 1887. The real purpose of the promoters was to create a boom city. R. L. Spencer was the prime mover in the enterprise, and "he was the controlling spirit in conducting the affairs of the corporation." The company's officers and directors included both Northern and Georgia capitalists. George W. Adair of Atlanta was the company's president, and John B. Gordon, Governor of Georgia, was one of its directors.

The Tallapoosa Land, Mining, and Manufacturing Company began an extensive system of improvements and developments aimed at building a great residential and manufacturing city and fashionable resort based on the surrounding mineral wealth and numerous mineral springs in the area. The company proposed to build, within three years, improvements consisting of woolen, cotton, and carpet mills, a blast furnace, a furniture factory, a public school building, and the Lithia Springs Hotel, as well as waterworks, an electric light plant, streetcar lines, parks, and various other public enterprises and improvements. To any person desiring to establish manufacturing facilities on their own, the company offered land free of cost.

By September 1887, the company had issued an elaborate prospectus and the company's landscape and mining engineer, Frank Rieman, had designed a new plan of the city, greatly expanding the 1882 plan. From September 1 to December 1, 1887, the company claimed to have spent $73,300 on surveys, grading and clearing streets, construction of an office building, a hotel, houses, advertising, development of mines, and other expenses and improvements. The company had acquired the Tallapoosa Hotel (located on the northwest corner of Atlanta Street and Head Avenue) at a cost of nearly $15,000 and was building many houses that it planned to sell with the lots.

By early 1888, the Georgia Pacific, part of the Piedmont Air Line system, had been completed to Columbus, Mississippi, where it formed a connection with the Texas Pacific. It was rumored that a second railroad, the Chattanooga, Rome & Columbus, completed between Rome and Cedartown and under construction between Chattanooga and Rome, would probably be extended southward from Cedartown via Tallapoosa to Columbus.

At this time, Tallapoosa had about 50 businesses, express, telegraph, post office, a large newspaper (*The Tallapoosa Journal*), three churches (Methodist, Baptist, and African), three hotels (Tallapoosa Hotel, Powell

House, and Barnwell House), one school (Tallapoosa Male and Female Seminary), several planing mills and wood working establishments, saw mills, cotton gins, two brick manufactories, and other minor industries peculiar to the area. Charters had been secured for an electric light company, a waterworks, a streetcar company, the Tallapoosa Furnace Company, the Tallapoosa Malleable Iron Company, the Poosa Manufacturing Company (sash, door, and blind manufacturers), and the Tallapoosa Glass Works. By June 1888, however, only the Poosa Manufacturing Company and the Tallapoosa Glass Works were under construction.

In June 1888, according to Sanborn Fire Insurance Maps, the commercial district consisted of one- and two-story, mostly detached, frame buildings. The large, two-story Tallapoosa Hotel was located on the northwest corner of Atlanta Street and Head Avenue, and the two-story office building of the Tallapoosa Land, Mining, and Manufacturing Company was set back from the street on the east side of Head Avenue. Other building uses within the district were as follows: eight general stores; a general merchandise and jewelry store; three office buildings; two grocery stores; a millinery; a book store and millinery; a barber shop; a blacksmith and wagon shop; a cigar and tobacco shop; a cobbler's shop; a confectionery; a drug store; a dry goods store; and a painting shop. The blacksmith and wagon shop and painting shop were color-coded on the Sanborn Fire Insurance Maps as "specials" rather than "frame," and one small "portable iron office" was located on Atlanta Street, between Alewine and Freeman. The Tallapoosa Post Office was located in a general store on Alabama Street (at what is now 24 W. Alabama Street). The postmaster in 1888 was John H. Davis. The Georgia Pacific passenger station was located on the north side of the railroad between Freeman and Stokes avenues, just east of this district. In addition to the numerous commercial buildings, there were three dwellings within the district boundaries in June 1888. None of these buildings survive today.

On December 26, 1888, the town was reincorporated under the name of the "City of Tallapoosa." The corporate limits were expanded on a grand scale to include 17 Land Lots (Land Lot numbers 102, 103, 104, 105, 127, 128, 129, 130, 131, 150, 151, 152, 153, 154, 176, 177, and 178, Eighth District and Fifth Section) or more than 3,440 acres. On the same date, the General Assembly passed an act allowing the city to collect a tax of 0.5 percent of the assessed value of property for "establishing and maintaining a system of free public schools."

The physical growth of the new city was also dramatic. From a tiny crossroads settlement with a population of 52 in 1880, Tallapoosa had become a booming railroad town with an official population of 1,699 by 1890. By comparison, Haralson County's other incorporated towns had 1890 populations as follows: Bremen, 312; Buchanan, 324; and Waco, 357.

Despite Tallapoosa's remarkable growth from 1887 to 1890, the Chattanooga, Rome & Columbus Railroad built through Bremen, ten miles to the east; and many of the Tallapoosa Land, Mining, and Manufacturing Company's three-year goals for public improvements and industrial development were behind schedule. By March 1890, Tallapoosa was still without an operating electric light plant, a waterworks, or a street railroad. The Lithia Springs Hotel was not built; and in the way of new industries, only the Poosa Manufacturing Company and Hutchison & Sons Wagon Works were in operation. The Mountain City Glass Works (formerly Tallapoosa Glass Works) was not completed, and the iron furnace of the Tallapoosa Furnace Company was not yet in working order. Four other new industries, however, had begun construction of manufacturing facilities along Atlanta Street, east of Williams Street: Tallapoosa Knitting and Manufacturing Company, Tallapoosa Cabinet Company, Tallapoosa Foundry and Machine Works, and Tallapoosa Reclining Chair Company.

Between June 1888 and March 1890, Tallapoosa's first brick commercial buildings were constructed. The two-story brick building at 14 W. Alabama Street was labeled "Smith B'lk" on the March 1890 Sanborn Fire Insurance Maps. It was apparently built by William B. Smith, but according to deed records, he and his wife, Mary Smith, sold the property to William H. Kimball on October 10, 1889, after which it was generally referred to as the W. H. Kimball Block. In March 1890, the east commercial space was a clothing store, the west space was vacant, and the second floor was used for offices. Another two-story brick building, generally known as the A. P. Damon Block (not extant; not within the district boundaries), replaced a frame livery building on the southwest corner of Head Avenue and Lyon Street by March 1890. North of Lyon Street, on the west side of Head Avenue, a small, two-story brick building (not extant; not within the district boundaries) was the third brick commercial building constructed in Tallapoosa c.1888-1890. A number of frame commercial buildings also were interspersed with houses along Head Avenue, north of Lyon Street, at this time (outside the district boundaries).

The business of the Tallapoosa Land, Mining, and Manufacturing Company continued until September 1890. Through alleged mismanagement and fraud, Spencer had managed to absorb most of the company's assets. Consequently, the company was largely in debt and liable, and little remained to be gained by continuing to operate under its name. So under Spencer's guidance, a new scheme was devised to keep the boom alive. Through various manipulations of property and stock, the old land company was reorganized. On September 9, 1890, a petition for the organization of the Georgia-Alabama Investment and Development Company was made under the laws of Alabama, and on September 19, the petition was approved. Corporators were R. L. Spencer, J. A. Burns, J. H. Allen, C. A. Norton, J. C. Kibby, T. Henry Pearse, T. E. Major, J. H. Plummer, and D. R. Keith. Spencer and his confederates used Pearse and Major to pass title from the old companies—Tallapoosa Land, Mining, and Manufacturing Company, Mountain City Glass Works, and Tallapoosa Furnace Company—to the new one. At the first meeting of the Georgia-Alabama Investment and Development Company on October 1, 1890, Keith, Plummer, and Kibby were replaced by Benjamin F. Butler, C. W. Perkins, and James W. Hyatt. Spencer resigned as a director and was made general manager with large power that he exercised virtually unchecked.

The new corporation elected officers and created an advisory board. No favorable section of the country was neglected in making distributions of stock and posts of honor. Included were present and former members of Congress, former governors, former United States treasurers, a former United States public printer, a cashier of the United States Treasury, bank officials, corporate executives, and a member of the New York Stock Exchange. The distinguished slate of officers included Benjamin F. Butler, Ex-Governor of Massachusetts, as president, and a board of directors composed of some of the wealthiest men in New England. The company published widely that the men of national reputation as financiers in charge of its affairs were a sufficient guarantee that it would be successful as a corporation. *The Financial Times* (New York, March 1891) agreed that the new company's "affairs are not in the hands of boomers who have done so much to injure the South, but in the hands of some of the foremost financiers and business men of the country."

To promote the sale of its stock to the public, the Georgia-Alabama Investment and Development Company issued a voluminous prospectus and a new plat of the city. It used large sums in printing and widely distributing its promotional literature. All of it was full of exaggerations and falsehoods regarding the condition of the corporation and the value of its property and stock.

The Georgia-Alabama Investment and Development Company had acquired the city lots and mineral lands of the original land company, all issued stock of the Georgia, Tennessee, and Illinois Railroad (with a contract for building the road), and two manufacturing plants—the Piedmont Glass Works (formerly Tallapoosa and Mountain City Glass Works) and the Tallapoosa Furnace. The stated policy of the new company was to aid in

the development of the city "by securing the location there of diversified manufacturing industries, and building a model residence and manufacturing city that shall, from its many advantages as a health resort . . . , become a favorite rendezvous for invalids and people of wealth both North and South"; to devote a reasonable amount of its receipts from the sale of lots to the improvement of the streets, parks, and its city lands, in conjunction with the city council; to develop its mineral properties; and "by judicious advertising to call the attention of the public to Tallapoosa as a desirable place for residence, for the establishment of profitable manufacturing industries, and to its city property as a desirable investment for capital." It was also the stated policy of the company to operate its present manufacturing plants for the best interest of its stockholders and to secure the construction of the Georgia, Tennessee, and Illinois Railroad and to operate it for the profit of the company.

The proposed Georgia, Tennessee, and Illinois Railroad is a prominent feature on the new plat of the city. This road was considered to have an important bearing on the future of Tallapoosa as a manufacturing city. To run north from Tallapoosa to Stevenson, Alabama, it was to bring timber, coal, and iron to Tallapoosa and give the manufacturers of the city the benefit of low freight on incoming and outgoing shipments by connecting with 11 different railroads and the Tennessee River. The railroad and the contract to build it were a fabrication intended to deceive.

Tallapoosa was promoted as the first and only strictly "Yankee city under Southern sun," having a larger number of Northern people in proportion to its population than any other city in the South. The company boasted that two-thirds of the city's population was Northern and that Northerners moving to Tallapoosa "will find a community necessarily northern in its customs, and will see all of the thrift and enterprise that is proverbial of New England manufacturing cities."

People flooded in to inspect the "new" city. The company's most active financiers and pushers were R. L. Spencer, general manager, and James W. Hyatt of Norwalk, Connecticut, company treasurer (and Ex-Treasurer of the United States under Grover Cleveland). The company organized special inspection parties of potential investors. One such party of 100 New England excursionists, hosted by R.L. Spencer, visited Anniston, Birmingham, Tallapoosa, and Atlanta in February 1891. Traveling on a train consisting of four Pullman sleepers, a parlor-car, a dining-car, and a composite car (smoking-car, bathroom, and barbershop), it was described by the *Boston Daily Globe* as "the finest train and most representative party that ever went South." The company entertained the excursionists with a reception and banquet at the Tallapoosa Hotel, sold 20,000 shares of stock, and made progress toward establishing new industries. In early May 1891, James W. Hyatt, on a single trip to western New York looking for manufacturing industries to locate at Tallapoosa, secured the Hayes Chair Company and the Howe Ventilating Stove Company of Cortland, New York, and also the C. D. Hitchcock Manufacturing Company. An excursion of stockholders of the Georgia-Alabama Investment and Development Company visited Tallapoosa on August 19-20, 1891, and declared, "We saw all that was promised we should see, and more too, and we believe the future of Tallapoosa will be a great one."

The first year of the Georgia-Alabama Investment and Development Company's operations, from October 1890 to October 1891, was an exciting period for Tallapoosa in which there were many "red letter" days. President Benjamin Harrison and party visited Tallapoosa on April 16, 1891. The Vernon Light and Power Company began operation with 36 streetlights and over 200 incandescent burners in private homes. Woltmann, Keith & Company of New York City constructed a waterworks system costing $45,000. It consisted of a pump station and reservoir (extant ruins), a 100-foot-high standpipe (extant), and 30 fire hydrants throughout the city. M. A. Greene was the waterworks superintendent. The Tallapoosa Street Railway Company was incorporated by the Georgia General Assembly on September 1, 1891, with C. B.

Hitchcock, R. L. Spencer, D. C. Scoville, and James W. Hyatt as incorporators, and began construction of two miles of track, a section of which ran along Head Avenue and east along Atlanta Street, parallel to the railroad. Work on the great Lithia Springs Hotel was resumed by parties from New York and pushed toward completion. The city voted $10,000 for new school buildings, and construction was begun on a new two-story, brick public school building on Robertson Avenue. An 1891 Prospectus of the City of Tallapoosa published by the Georgia-Alabama Investment and Development Company claimed that Tallapoosa had "nearly 700 houses, two-thirds of them being built in the last two years."

The iron furnace and glass works, owned by the Georgia-Alabama Investment and Development Company, began operations in 1891; and a dozen or more manufacturing facilities were in operation or under construction within a three-fourths-mile-long corridor along the Georgia Pacific Railroad, east of the city's center. In addition to the Tallapoosa Furnace Company and the Piedmont Glass Works (formerly Mountain City Glass Works), some of the more significant of these manufacturers were as follows: Hayes Chair Company, Hitchcock Manufacturing Company (carriages and wagons), Howe Ventilating Stove Company, Petry & Richardson (school and church furniture), Poosa Manufacturing Company, Southern Emery Wheel Company, Tallapoosa Cabinet Company, Tallapoosa Foundry and Machine Works, and Tallapoosa Reclining Chair Company.

On October 16, 1891, the Georgia-Alabama Investment and Development Company entered into an agreement with E. D. Swift of New York, for the construction of a powder-and-cartridge factory at Tallapoosa to produce 35,000 pounds of rifle powder and 100,000 to 200,000 cartridges per day. The operation was to employ up to 800 hands and be in production by February 1, 1892. Incorporated under the laws of Kentucky, the Swift Powder and Cartridge Company commenced the erection of buildings and the construction of other work about the proposed powder factory in the fall of 1891 on 40 acres adjacent to the Tallapoosa city limits on the north.

Meanwhile on September 11, 1891, a stock dividend payable on October 15, 1891, had been announced to the Georgia-Alabama Investment and Development Company's 15,000 stockholders. At the time the dividend was declared, the company was unable to pay its debts without borrowing money. At a directors' meeting in Boston on October 8, 1891, Benjamin F. Butler, for health reasons, resigned as president of the company. Because the company's capital stock was then virtually disposed of, it was decided that the stockholders' interests required the company's business to be conducted at Tallapoosa and that local residents should be elected officers and directors. As additional resignations occurred, vacancies were filled accordingly. One week later, the company's advisory board was abolished, and on November 23, 1891, the company's offices in Massachusetts and New York were closed. R. L. Spencer remained as general manager until February 1892. The stock dividend was never paid.

On February 7, 1892, *The Atlanta Constitution* reported that "the charge has been made through several reputable journals . . . , that Tallapoosa is simply a pictorial town engraved by designing minds to catch unwary capitalists. . . . The Georgia-Alabama Investment and Development Company . . . may have been open to the charge of holding out delusive inducements to float its stock. The company may have been extravagant in the management of its stockholders' interests, and insecure in its methods to secure population. . . . But, admitting that such charges are true, the parties most directly interested have adjusted this matter . . . by completely reorganizing the company and placing the management of its affairs in the hands of new men. This action seems to satisfy them that their interests will be protected and perfect harmony now prevails." The new officers of the Georgia-Alabama Investment and Development Company were as follows: George S. Bowen, president; David Quackinbush, first vice-president; E. S. Matthews, second vice-president; C. W. Fox,

treasurer; E. C. Bean, secretary; C. A. Norton, general manager; and C. B. Hitchcock, J. W. Caseldine, and N. C. Matthews, executive committee.

A bird's-eye-view map of Tallapoosa, drawn and published by George E. Norris of Brookton, Massachusetts, and dated February 18, 1892, is remarkable for its depiction of Tallapoosa at this high point of its boom period development. The Tallapoosa Furnace Company, Piedmont Glass Works, Howe Ventilating Stove Company, Petry & Richardson, Poosa Manufacturing Company, Tallapoosa Cabinet Company, Tallapoosa Foundry and Machine Works, and Tallapoosa Reclining Chair Company had begun at least "start-up" production. Several other manufacturers, including Hayes Chair Company, Hitchcock Manufacturing Company, Southern Emory Wheel Company, and Swift Powder and Cartridge Company were building or equipping their plants but had not yet begun manufacturing operations. Also nearing completion was the Lithia Springs Hotel.

In the approximately two years from March 1890 to February 1892, four prominent new brick commercial buildings were constructed downtown. Deed records suggest that the building at 107-109 Head Avenue was built by James M. McBride, a local attorney, as a retail and office building. The February 1892 George E. Norris bird's-eye view of Tallapoosa (showing two illustrations of the building) and the 1895 Sanborn Fire Insurance Maps show the building as originally having three stories. Original occupants included T. S. Montgomery, real estate and stock broker; W. W. Summerlin, real estate, stocks, and bonds; and Bacon & Barrett, real estate and stocks. Another three-story brick retail-and-office building was under construction by 1892 at the northwest corner of Atlanta Street and Freeman Street, now 2190 U.S. Highway 78, by George M. Williams. An illustration of George M. William's Block also is provided on the 1892 Norris bird's-eye view of Tallapoosa. Oddly, the third story of neither of these buildings survives today. The Merchants' and Miners' Bank also was built during this period at the southeast corner of Head Avenue and Lyon Street (129 Head Avenue). S. C. Littlefield acquired this property from Frank J. Bacon on September 19, 1890, and sold it to the Merchants' and Miners' Bank on June 13, 1891. Prior to the construction of its new two-story (with basement) brick building in c.1891-1892, the Merchants' and Miners' Bank had been located in a small, two-story frame building on the west side of Head Avenue, north of Lyon Street. Just before selling the corner lot to the Merchants' and Miners' Bank, S. C. Littlefield also purchased the property immediately to the south (125 Head Avenue) on June 2, 1891, from the estate of J. L. Bacon and built a two-story brick building with an ornate cast-iron front. Both the Merchants' and Miners' Bank and the S. C. Littlefield Block are illustrated on the 1892 Norris bird's-eye view of Tallapoosa.

The Merchants' and Miners' Bank and the S. C. Littlefield Block were directly across Head Avenue from the earlier A. P. Damon Block (not extant). Immediately south of the A. P. Damon block, another two-story brick building appears to have been built or under construction by February 1892 according to the Norris map. This building (not extant), known at an early date as the Morrison Block (possibly after the original owner), was located just outside the district boundaries at 126 Head Avenue. Later known by other names, including the Globe Construction Company Block and the Farmers' and Merchants' Bank Building, it survived into the 1970s.

Some reports of Tallapoosa's progress claim that the city's population reached 3,500 inhabitants by February 1892. Yet based on the number of factories running, built, and contracted for, exuberant projections were made and widely circulated that Tallapoosa would have a population of 10,000 by January 1, 1893.

The exuberance and "perfect harmony" did not last much longer. On May 24, 1892, news of the suspension of the Merchants' & Miners' Bank of Tallapoosa caused a big sensation in business circles, and "Tallapoosa was wild with excitement over the affair." (The organization of the Merchants' & Miners' Bank in July 1890 and its

incorporation under a charter granted by the State of Georgia on December 4, 1890, had been closely associated with the organization of the Georgia-Alabama Investment and Development Company.) A routine audit of the bank by the state bank examiner in mid-May revealed that the bank had conducted business in violation of the banking laws of Georgia and that it had inadequate funds on hand with which to do business. By order of the bank's directors, R. L. Spencer, a director and vice-president, and J. W. Caseldine, cashier, were arrested on a charge of alleged violation of state banking laws. Regarding the arrest of Spencer, *The Atlanta Constitution* stated that "he has been the most prominent factor in the booming and building-up of Tallapoosa and everyone knows will not be shown up in a bad light." Two days later, on the same day *The Atlanta Constitution* was reporting that "the Georgia-Alabama company will not suffer any serious loss" due to the temporary shutting down and reorganization of the bank and "the cause of the bank trouble is not properly an evidence of collapse of the town," a petition on behalf of J. A. Uber, Logan H. Roots, and James W. Hyatt was filed against the Georgia-Alabama Investment and Development Company in the Superior Court of Haralson County. The bill alleged that the company was indebted to the petitioners, that it was hopelessly insolvent, and that it had not done any business for some time except at a great loss. The petitioners asked for the appointment of a receiver of and for all the property and assets of the company.

On June 6, 1892, the Haralson County Superior Court appointed C. A. Norton as permanent receiver of the Georgia-Alabama Investment and Development Company. As the news quickly spread, a multitude of creditors descended upon the company. For the remainder of 1892, the creditors, stockholders, and the court attempted to "unravel the tangled financial affairs of the company." The old officers and administrators of the company each claimed to be a victim of a giant swindle perpetrated by someone else in the company. Further complications involved the failure of the Suffolk Trust Company of Boston, transfer agents for the Georgia-Alabama Investment and Development Company, and the problems discovered at the Merchants' & Miners' Bank of Tallapoosa.

Finally, on February 23, 1893, all interested parties agreed to the appointment of a board of auditors and arbitrators and to the sale of the company's assets. On April 20, 1893, all the lands, manufacturing facilities, buildings, equipment, and supplies of the company were sold at public auction.

1893 to 1908: The Winegrowing Era

The dream of Tallapoosa becoming a great manufacturing center effectively ended with the collapse of the Georgia-Alabama Investment and Development Company. The confusion from lengthy litigation was followed by a major financial panic that swept the country in 1893 and an ensuing national depression that lingered until about 1898.

When the property of the Georgia-Alabama Investment and Development Company was sold at public auction, the highest bidders were O. F. Sampson and W. H. Kimball, trustees, who, in turn, transferred the property to the North Georgia Land and Manufacturing Company on May 8, 1893. This new corporation, organized under the laws of Alabama, had its principal office at Edwardsville, Cleburne County, Alabama, 14 miles west of Tallapoosa. The company's president was O. F. Sampson, who was also president of the Merchants' & Miners' Bank of Tallapoosa.

On May 15, 1893, the North Georgia Land and Manufacturing Company issued $80,000 in bonds to raise money for its operations. The bonds were secured by a deed of trust to the Merchants' & Miners' Bank, conveying all realties. Included in the extensive list of properties acquired from the Georgia-Alabama Company were four manufacturing properties: the Tallapoosa furnace plant; the glass works; a two-story, brick

mill on the south side of the railroad, just northwest of the glass works (sometimes referred to as the Anchor Woolen Mill); and an interest in the knitting mill on the east side of Williams Street at Atlanta Street.

It is not clear if, or to what extent, the North Georgia Land and Manufacturing Company operated its manufacturing plants from 1893 to 1897. By May 1895, two years after the sale of the Georgia-Alabama Company's property, most of Tallapoosa's manufacturing facilities were idle. The Sanborn Fire Insurance Maps of that date indicate that at least ten major manufacturing plants were "not running," "not in operation," or "vacant." Another boom-period manufacturing facility, the Poosa Manufacturing Company, had disappeared altogether from the maps—apparently destroyed. This almost total collapse of manufacturing is further evidenced by the conspicuous absence of manufacturers listed for Tallapoosa in The Georgia State Gazetteer and Business Directory, 1896. The only manufacturers listed were W. J. Dunlap, foundry; E. P. C. Fowler, ice manufacturer; the Pioneer Box and Basket Factory; and the Tallapoosa Powder Company.

The May 1895 Sanborn Fire Insurance maps also provide the first information about early uses of the four brick buildings erected within the district boundaries c.1890-1892. Uses in 1895, however, may have been quite different than original uses when the buildings were completed at the height of Tallapoosa's boom period. The Merchants' & Miners' Bank building had the bank, T. J. Barrett, cashier, on the first floor, offices on the second floor, and a printing establishment in the basement—most likely *The Tallapoosa Journal*. A drug store was located on the first floor of the S. C. Littlefield Block, and an insurance office was located on the second floor. The first floor of the J. M. McBride Block had a dry goods, boots, and shoe business in the south commercial space and the relocated Tallapoosa Post Office in the north space. The west commercial space of the George M. Williams Block and the second and third floors of the building were used as offices. The east commercial space housed a bank in May 1895—presumably the Fruit Growers' & Manufacturers' Bank, C. W. Cox, cashier.

By 1897 the North Georgia Land and Manufacturing Company, like its predecessor, had become involved in litigation. The Merchants' & Miners' Bank had brought suit for the foreclosure of the previously mentioned mortgage bonds. A receiver was appointed, and on July 31, 1897, the Haralson County Superior Court ordered the receiver to sell the company's property.

Meanwhile, the schemers and promoters were not yet through with Tallapoosa and the surrounding area, despite the destructive collapse of the Georgia-Alabama Company and the stringent years that followed. A new scheme of land speculation and colonization based on the industry of grape culture had begun to develop before the end of 1893. Observations in early promotional materials of the Tallapoosa Land, Mining, and Manufacturing Company proved prophetic—that "grapes grow in luxuriance and abundance, and the planting of vineyards should be a profitable industry."

First, the Georgia Fruit Growing and Winery Association was chartered in October 1893. Then, from April 1894 to May 1895, the Steadman Colony of Fruit Growers, the Highland Colony of Fruit Growers, the South-Land Colony of Fruit Growers, and the Southern Homestead and Fruit Growing Company were organized, all with principal offices in Tallapoosa. In addition to these fruit growing companies, any of the city's reputable real estate dealers or merchants could furnish information and maps relative to land. Fruit lands and vineyards could be purchased on an "easy installment plan."

Groups of Hungarian and Slavonian immigrants and farmers from other parts of the country were lured to Haralson County to develop vineyards, grow grapes, and make wine. In addition, many absentee owners bought farms or vineyards as investments. Within a few years, vineyards were a common sight on the

Haralson County landscape. Most of the county's vineyards were located east of Tallapoosa, in and around the communities of Budapest and Nitra, which developed during the period, and in the vicinity of Steadman. (This venture also spread into Cleburne County, Alabama, c.1896-1898 in the Fruithurst area.)

The Piedmont Wine Company and the Georgia Vineyard Company were chartered in November 1897. Trustees for the subscribers to the stock of the Georgia Vineyard Company, N. C. Matthews, W. H. Kimball, and Emmett Coon, were the highest bidders for the property of the North Georgia Land and Manufacturing Company when it was sold at public auction on August 28, 1897. Later, on December 1, 1897, the trustees transferred these interests to the Georgia Vineyard Company, whose first president was N. C. Matthews. A new issue of bonds for $75,000 was made, secured by a deed of trust conveying all realties except the manufacturing plants. Two of these manufacturing facilities, the knitting mill and the woolen mill buildings, were soon utilized for the company's winemaking operations.

According to the 1900 U. S. Census on Agriculture, Haralson County had 665,885 grapevines and produced 1,593,536 pounds of grapes. No other county in Georgia even came close to these figures. Second-ranking Coweta County had less than one-fourth the production. Haralson County had 500 vineyards covering 5,000 acres, according to Georgia: Historical and Industrial (1901). Only about 25 percent of the grape production was marketed, with the great majority used in winemaking. Two wineries were located at Tallapoosa, and according to the 1900 census, 64,115 gallons of wine were produced in Haralson County—more than 15 times the production of second-ranked Houston County.

The Lithia Springs Hotel began operations in 1892, and it flourished throughout the remainder of the 1890s. Both the Lithia Springs Hotel and the Tallapoosa Hotel were favorite resorts for Northerners during all seasons of the year. The Lithia Springs Hotel was a magnificent tourist hotel containing 175 richly furnished rooms, a banquet hall, billiard parlor, card room, and ballroom. It was connected with a large park that contained a summerhouse and four mineral springs. In addition, tennis courts, bowling alleys, and riding trails were available to guests. Excursion trains often brought parties of 60 or more to Tallapoosa. Many came to vacation. Others came to investigate business opportunities or to inspect farm property or vineyards in the area. Locals often hosted groups of excursionists at gala dinner parties or banquets. The hotel also was a favorite spot for business luncheons and for all types of local entertaining.

Despite reports claiming that Tallapoosa's population reached 3,000 to 3,500 by early 1892, at the height of its boom-period development, the city's official population in 1900 was only 2,128. This figure, nevertheless, indicated a net population gain of 25 percent over the decade of the 1890s, giving Tallapoosa almost six times the population of Buchanan (359), the county's second largest town.

The Georgia Pacific became part of the Southern Railway System in 1894, and by c.1900, Tallapoosa had become the starting point for a new railroad. The Vanderbilt Timber, Mining, and Southwestern Railway Company had begun building in a southwesterly direction toward Montgomery, Alabama. This new road was expected to make Tallapoosa "the shipping point for vast quantities of lumber, ores, etc." The railway company also operated saw and planing mills and a commissary at Tallapoosa.

By the early 1900s, manufacturing had recovered somewhat from the slump that followed the boom. On April 2, 1900, the Georgia Vineyard Company sold the glass works plant and grounds to the Dixie Glass Works and on May 5, 1902, sold the Tallapoosa furnace plant and grounds to Stephen N. Noble, trustee, who, in turn, transferred title to the Southern Car Wheel Iron Company. Thus, the two manufacturing industries most synonymous with Tallapoosa's boom period once again began regular production.

In addition to the Georgia Vineyard Company's winemaking operations, the M. A. Greene Foundry and Machine Works also had begun operations in the former Tallapoosa Foundry and Machine Works plant and the H. A. Hitchcock Planing Mill occupied a portion of the former Hitchcock Manufacturing Company plant. The E. P. C. Fowler Ice Factory continued to operate on Rose Street. According to the 1903 Sanborn Fire Insurance Maps, however, at least another six boom-period manufacturing facilities had disappeared altogether. These included the Hayes Chair Company plant, the Howe Ventilating Stove Company plant, the Petry and Richardson plant, the Southern Emery Wheel Company plant, the Tallapoosa Cabinet Company plant, and the Tallapoosa Reclining Chair Company plant.

In the ten years following the collapse of the Georgia-Alabama Investment and Development Company in 1893, only modest change occurred in Tallapoosa's business section. Sometime between May 1895 and June 1903, John T. Tuggle, a local merchant, built a prominent, two-story brick building (not extant) on the northeast corner of Head Avenue and Atlanta Street (U.S. Highway 78). The Tallapoosa Post Office, by June 1903, had moved from the J. M. McBride Block on the east side of Head Avenue into the north commercial space of the Morrison Block (not extant) on the west side of Head Avenue. During the same 1895-1903 period, two new brick buildings were erected on the west side of Odessa Street. John H. Davis, a local dry goods merchant and former postmaster (1883-1889), built a one-story brick commercial building on the southwest corner of Odessa Street and Alabama Street (5 Odessa Street), and shortly thereafter, he sold the property to Lewis J. Lipham. The June 1903 Sanborn Fire Insurance Maps show the building being used as a dry goods and clothing store. At the opposite (south) end of the block, on the northwest corner of Odessa Street and Lipham Street, G. W. and J. C. Tumlin built a two-story brick building, moving their general merchandise business from a one-story frame building located on their lot immediately north of their new building.

On June 2, 1897, George M. Williams sold his three-story brick block on the northwest corner of Atlanta Street and Freeman Street to Charles A. Elton and Theodosia D. Elton. Thereafter, the building was generally known as the "Elton Block." According to the June 1903 Sanborn Fire Insurance Maps, the Elton Block housed a barber shop in the east commercial space and a restaurant in the west space. The second and third floors were used for offices.

By the mid-1900s, the vineyards generally had not proven profitable to the many nonresident owners, and the passage of a state prohibition act in 1907 effectively put the wineries out of business on January 1, 1908. Consequently, the vineyards disappeared as rapidly as they had appeared a decade earlier, bringing the winegrowing era to a swift end.

The end of the winegrowing era also marked the demise of at least two Tallapoosa institutions—the Lithia Springs Hotel and the Tallapoosa furnace. The Lithia Springs Hotel appears to have operated only intermittently or seasonally during the latter part of the winegrowing era and not at all shortly thereafter. The Tallapoosa furnace produced 10,000 tons of charcoal pig iron in 1907, but it was shut down in July 1908.

The Vanderbilt Timber, Mining, and Southwestern Railway Company also was in decline. Its line had been built only 14 miles to Hopewell, Alabama, and it had handled only 27,000 tons of freight in 1907.

The Dixie Glass Works was purchased in 1907 by the Tallapoosa Glass Manufacturing Company, and the plant was remodeled and enlarged. The new company produced about 60,000 bottles monthly and made its own boxes and crates. Justin C. Jackson was president and J. F. Hinkley was superintendent. Other

manufacturing establishments operating at the beginning of 1908 included the M. A. Greene Foundry and Machine Works (including a planing mill and lumber yard) and the E. P. C. Fowler Ice Factory. A ginnery was owned and operated by the Tallapoosa Mercantile and Manufacturing Company. Tallapoosa remained a minor cotton market during this period, handling about 2,000 bales annually, according to Georgia: Historical and Industrial (1901).

In other developments, a portion of Land Lot 103 was eliminated from the city limits by an act of the General Assembly on August 22, 1905. The area thus removed was that portion lying east of Finkell Street, south of Martin Street and the Waco Road, and north of the Southern Railroad. The area consisted mostly of industrial property and undeveloped land.

By 1904 the Gainesboro Telephone Company had installed an up-to-date telephone system. By the end of the winegrowing era, a majority of the city's businesses and residences had telephones. In 1905-1906 a city owned electric light plant (extant remains) was built, replacing the Vernon Light and Power Company, which had supplied the city's illumination and electric power since 1891.

Tallapoosa's business section continued its steady growth and development from June 1903 to early 1908. Based on Sanborn Fire Insurance Maps and a photograph in a 1908 booklet of the "Past, Present and Future of Tallapoosa" published by *The Tallapoosa Journal*, the J. M. McBride Block (107-109 Head Avenue) was reconfigured as a two-story building during this five-year period. The reason for this modification is unknown, but fire or storm damage would be a likely cause. During this same period, J. M. McBride built a new, one-story brick building, containing two commercial spaces, at 111 Head Avenue, immediately north of his existing brick block. McBride had purchased this property, containing three small, one-story frame buildings and fronting 40 feet on the east side of Head Avenue, in or about 1894 from G. B. Evans. Around the corner on Atlanta Street, three new one-story brick commercial buildings also were constructed during this period between the J. T. Tuggle Block and Alewine Avenue at 2162, 2164, and 2166 U.S. Highway 78. Deed records suggest that these buildings were built by John T. Tuggle and Green B. Evans c.1904-1905. In June 1904, G. B. Evans acquired the lots now known as 2164 and 2166 U.S. Highway 78. Evans immediately sold the lot at the corner of Atlanta Street and Alewine Avenue (2166 U.S. Highway 78) to J. T. Tuggle and conveyed the other property (2164 U.S. Highway 78) to Tuggle to secure a debt—apparently to construct a brick commercial building on that lot. G. B. Evans operated a grocery business in his new, brick building (2164 U.S. Highway 78) and the U.S. Post Office occupied the corner building (2166 U.S. Highway 78). G. B. Evans' debt to J. T. Tuggle was satisfied on November 11, 1908, and on January 12, 1909, Evans purchased from Tuggle the brick building (2162 U.S. Highway 78). Eventually, Evans also would acquire the building occupied by the U.S. Post Office and would own all three of these one-story brick buildings (2162, 2164, and 2166 U.S. Highway 78) until April 1926. Green Evans still operated a grocery business in Tallapoosa in November 1949, and he planned to stay in business for several more years. The U.S. Post Office would continue to occupy the corner building until 1956.

In the business section south of the Southern Railway tracks, the west side of Odessa Street was completed with brick buildings during the 1903-1908 period. By February 18, 1905, Robert M. Strickland had acquired two lots between L. J. Lipham's brick store (5 Odessa Street) and G. W. & J. C. Tumlin's lot (9 and 19 Odessa Street). The two business lots acquired by Strickland, previously owned by local physician W. J. McCurdy, bordered Strickland's residence lot to the west. In c.1905-1908, R. M. Strickland built a new, one-story brick building (7 Odessa Street) consisting of two commercial spaces. The April 1909 Sanborn Fire Insurance Maps show a general store in the north commercial space and a variety store in the south space. Strickland may have taken a business partner--Young & Co's. Business and Professional Directory of the Cities and Towns of Georgia, 1909-10 lists a "Watson & Strickland, genl. mdse." Nevertheless, R. M. Strickland or his

estate owned this property until February 1944. Young & Co.'s Directory also lists Mrs. G. C. Blackmarr as operating a variety store.

In c.1903-1908, G. W. & J. C. Tumlin built a new, one-story brick building (9 Odessa Street) on their lot immediately north of their two-story brick building and south of R. M. Strickland's commercial property. This new building replaced the old, one-story frame commercial building on the lot. The April 1909 Sanborn Fire Insurance Maps show a hardware store occupying the building.

As the demise of the winegrowing venture and the failure of the Lithia Springs Hotel and the Tallapoosa furnace defined the end of one era in Tallapoosa's history, a new development at about the same time promised to have a major influence on Tallapoosa's development over the next two decades.

1908 to 1930: Influence of the Cotton Textile Industry

In early 1908, the publisher of The Tallapoosa Journal, in describing his city, stated that "the Tallapoosa of today has arisen from the Tallapoosa of the past, but is an entirely different creation. Though possessed of some of the old landmarks and a few scars still are observant, it has arisen in a more glorious form." The main reason for this optimistic outlook was the completion of a new cotton mill costing over $200,000 by Tallapoosa Mills, a corporation with mostly local stockholders. Even before production had begun, the cotton mill was said to have had a "very salutary effect" upon the city. The mill was to employ 300 to 400 hands and would directly and indirectly bring many people to Tallapoosa. Already, a greater demand for houses and real estate in general had been observed. Also, the mill would use locally grown cotton purchased from warehouses in Carrollton, Cedartown, and Tallapoosa.

Unlike most of the boom-period manufacturing facilities, the new cotton mill was located in the western portion of the city, near the Southern Railroad. The mill's brick and concrete buildings consisted of the mill proper, two warehouses, engine house, electric and water plant, and a 250,000-gallon reservoir. Tallapoosa Mills also built 30 double houses for its operatives. The firm of A. H. Washburn of Charlotte, North Carolina, furnished the machinery being installed. C. E. Pearce of Wilson, North Carolina, had been brought to Tallapoosa to engineer the construction of the mill and to serve as superintendent. The company's president and treasurer was A. L. Jackson and its secretary was A. V. Howe. The new cotton mill was expected to begin the manufacture of yarn about May 1908.

In the short term, the establishment of the cotton mill did little more than balance the effects of the several negative developments of the late 1800s. Tallapoosa's population actually declined slightly to 2,117 in 1910. Nevertheless, it remained easily the largest city in Haralson County despite Bremen's more than 200 percent increase over the decade to 890 in 1910.

The Tallapoosa Glass Manufacturing Company operated into the 1910s, but the plant was "not in operation" in September 1914 according to the Sanborn Fire Insurance Maps of that date. The Dixie Glass Bottle Manufacturing Company (Rossville, Walker County) acquired an interest in the property c.1913 and title to the property in May 1916. The latter company apparently operated the plant briefly before it was shut down for the final time in September 1917. The Foundry and Machine Works plant, last operated by M. A. Greene, also was abandoned by 1914. The Tallapoosa furnace plant, not operating since July 1908, had been acquired by the Blue Ridge Iron Company and was "being put in working order" in September 1914. The Tallapoosa

furnace, however, never resumed operations. Thus, the last of the boom-period manufacturing industries ended operations in the 1910s.

Tallapoosa Mills easily remained the city's largest employer and most important manufacturing facility. Other manufacturers in 1914 included the Jackson Brothers Lumber Company, A. B. Giles Saw and Planing Mill, J. W. Hart Grist Mill, Mandeville Mills Cotton Gin, and E. P. C. Fowler Ice Factory and Bottling Works. Another unnamed facility, shown on the Sanborn Fire Insurance Maps only as "Cement Block Mfg." was located in a portion of the former Foundry and Machine Works plant on Atlanta Street, just east of Franklin Street. This manufacturing facility is believed to have been operated by A. Colvin, who had a jewelry business in downtown Tallapoosa, and to have made the decorative cement blocks used in the construction of numerous residential and commercial buildings in Tallapoosa in the 1910s.

The period from 1909 to 1914, especially the latter part of the period, was an especially active period of building in Tallapoosa's business section. On the west side of Head Avenue, at 122 Head Avenue, deed records indicate that William W. Summerlin built a one-story, decorative concrete-block building c.1910-1914. The building was vacant in September 1914. According to the May 9, 1910 population census enumeration, William W. Summerlin was a banker with the Farmers' & Merchants' Bank. At the time, the Farmers' & Merchants' Bank owned the former Morrison Block (not extant) immediately to the north and had its banking quarters in that building's north commercial space. Young & Co.'s Business and Professional Directory, 1909-10 lists W. W. Summerlin as mayor of Tallapoosa.

The buildings now known as 114, 112, and 110 Head Avenue also were built c.1909-1914, but deed records do not conclusively reveal who built these (110 and 112 are actually part of the same building with separate storefronts). On March 21, 1914, J. P. Gholston purchased from George T. Bradley and Gertrude Reitmeyer the southern half of the city block bounded on the north by Lyon Street, on the east by Head Avenue, on the south by Atlanta Street, and on the west by Spring Street, containing the Tallapoosa Hotel and outbuildings (not extant) and possibly other buildings. According to Young & Co.'s Directory, 1909-10, George T. Bradley was the proprietor of the Tallapoosa Hotel. On August 15, 1914, Gholston sold an undivided one-half interest in the property to W. J. McCurdy. Either J. P. Gholston or Gholston & McCurdy built the buildings between March and September 1914, or one or more of the buildings already were built when J. P. Gholston acquired the property from Bradley & Reitmeyer. According to the September 1914 Sanborn Fire Insurance Maps, the building at 114 Head Avenue was a moving picture house. The storefront at 112 Head Avenue was a drug store, and 110 Head Avenue housed a barber shop.

On the east side of Head Avenue, the telephone exchange was located on the second floor of the J. M. McBride Block (107-109 Head Avenue) in September 1914. Young & Co.'s Business and Professional Directory, 1909-10 lists E. Thompson as manager of the Gainesboro Telephone Company. Immediately to the south of the McBride Block, the two-story, brick J. T. Tuggle Block at the northeast corner of Head Avenue and Atlanta Street reputedly was destroyed or heavily damaged by a fire sometime after April 1909. Tuggle sold the property to J. M. McBride on October 31, 1912, and presumably, J. M. McBride built three, one-story brick buildings on the property c.1912-1913. According to the September 1914 Sanborn Fire Insurance Maps, the building at 103 Head Avenue was a boot and shoe store, the building at 101 Head Avenue was a drug store, and the building at 2160 U.S. Highway 78 was a soda shop and confectionery. L. C. Waldrop operated a drug store in the corner building (101 Head Avenue) from April 1913 to June 1953. Waldrop purchased the three buildings in 1919.

East of Head Avenue on Atlanta Street, between Alewine and Freeman streets, two, one-story brick buildings were constructed in 1914. The building at 2174 Atlanta Street was built by Walter Morrow between April and September 1914 and was sold immediately to George W. Sheppard, a local attorney, on September 5, 1914. The September 1914 Sanborn Fire Insurance Maps show the building as "being built" with a printing shop in the basement. Between this building and the Elton Block (2182 Atlanta Street), a one-story brick garage building also was constructed c.1914. From deed records, Mark A. Greene appears to have been the original owner. He sold the property to Charles E. Pearce on October 15, 1920. The population census enumeration of February 6, 1920, gives Mark A. Greene's occupation as garage manager.

New commercial construction on the south side of the Southern Railway tracks also was quite active during the 1909-1914 time period. A one-story brick building (12 W. Alabama Street) was constructed immediately east of the W. H. Kimball Block. B. A. Styles owned this property on or before December 7, 1923, but it is not certain if he was the owner when this building was constructed. According to Sanborn Fire Insurance Maps, the building was used as a restaurant in September 1914.

Immediately west of the W. H. Kimball Block, a two-story brick building (24 W. Alabama Street) also was constructed during the April 1909 to September 1914 time period. This building was built by Walker Brock, the heirs of Walker Brock after his death, or Walker B. Brock, a local physician and son of Walker Brock. The property was conveyed to Walker B. Brock by the heirs of Walker Brock, deceased, on March 31, 1916, but the intent to do so may have been several years earlier. In September 1914, a jewelry store was located in the building's east commercial space, and the building's west space was vacant. The second floor was used as a dwelling. The building remained in Brock family ownership until 1967.

West of the Brock Building, in the west half of the block fronting Alabama Street, on the west by Alewine Street, on the south by Lipham Street, and on the west by Odessa Street, five new brick buildings were constructed c.1913-1914 as part of an organized or coordinated effort of five property owners. On September 12, 1913, A. L. Jackson, B. A. Styles, J. R. McKibben, A. A. Pounds, and W. L. Tumlin entered into an agreement establishing two, ten-foot-wide alleys in the west half of the aforesaid city block. One alley ran 155 feet east from the east line of Odessa Street, parallel to Alabama Street, the north line of the alley being 70 feet south of the south line of Alabama Street. The second alley ran south from the south line of the first alley to the north line of Lipham Street, parallel to Odessa Street, the west line of the second alley being 70 feet east of the east line of Odessa Street. Between September 1913 and September 1914, the aforesaid property owners erected four new brick buildings fronting Alabama Street and one new brick building fronting the east side of Odessa Street.

William L. Tumlin, a wholesale lumberman and saw mill manager, built the two-story brick building (26 W. Alabama Street) immediately west of the Brock Building. According to Sanborn Fire Insurance Maps, the first floor of this building was used as a furniture store in September 1914. Next to the W. L. Tumlin property on the west, A. A. Pounds built a one-story brick building (30 W. Alabama Street) with two commercial spaces. A millinery was located in the building's east space and a meat market was located in the west space in September 1914. A local retail merchant, John T. Miller, acquired the west commercial space in 1922 and the east space in 1929. The building at 34 W. Alabama Street originally was two, one-story brick commercial buildings, each fronting 20 feet on Alabama Street. The property to the east was owned in September 1913 by B. A. Styles & J. R. McKibben, and the building on that property was presumably built by them. In a July 1926 deed, however, the building was referred to as the "J. R. McKibben brick block." In September 1914, this building was used as a general store. The property to the west was owned in September 1913 by Arlen L. Jackson, president of Tallapoosa Mills, and the commercial building on that property was built by him. Jackson retained ownership until he sold the property to George and Annie M. Smith in July 1926. The

building was used as a grocery store in September 1914. Arlen L. Jackson also built the one-story brick building at 18-20 Odessa Street. It was the first brick building to front the east side of Odessa Street. Jackson acquired the property on which this building was constructed in April 1907, June 1913, and September 1913. The business occupying the building in September 1914 sold dry goods, clothing, boots, and shoes.

On September 8, 1909, many of Tallapoosa's leading businessmen, including W. W. Summerlin, A. V. Howe, J. C. Tumlin, A. L. Jackson, P. W. Bonner, H. A. Jackson, Justin C. Jackson, R. M. Strickland, J. F. Williams, A. I. Head, J. A. Cantrell, T. N. Sumner, J. B. Little, and J. M. McBride, petitioned the Haralson County Superior Court for incorporation under the name of "Farmers Warehouse & Wholesale Company." The purpose of the company was to build, equip, and operate a warehouse and wholesale house dealing in cotton and cotton products. The petition for incorporation was granted on October 2, 1909, and by September 1914, the company had constructed a large, freestanding, one-story concrete building (not extant) north of the L. J. Lipham building (5 Odessa Street) and south of the Southern Railway tracks. The building's east façade was in line with the storefronts on the west side of Odessa Street, and the building extended to the west a full city block or about 200 feet.

The establishment of Tallapoosa Mills spurred renewed modest growth for Tallapoosa during the 1910s. The city's population increased 28.4 percent during the decade to 2,719 in 1920. Bremen remained the second largest city in Haralson County with a 1920 population of 917.

In June 1923, Tallapoosa's manufacturing facilities consisted of Tallapoosa Mills; Jackson Brothers Lumber Company; A. B. Giles Planing Mill; Mandeville Mills Cotton Gin; Greene Ginnery; Bates Brothers Grist Mill; Vance Grist Mill; and Heaton and Senft Manufacturing Company, harness manufacturers, located in the old woolen mill building. The cement block manufacturing operation was gone by this time.

Tallapoosa's business section experienced some additional growth and change in the years before, during, and after World War I. The two-story brick A. P. Damon Block, at the southwest corner of Head Avenue and Lyon Street, was destroyed by fire in 1918. In August 1919, also on the west side of Head Avenue, immediately north of the moving picture house (Amuzu Theatre), Isaac M. Mitnick purchased from J. A. Burges a lot fronting 40 feet on Head Avenue. At the time, the property contained two, one-and-one-half-story frame buildings. In c. 1919-1921, I. M. Mitnick constructed a one-story, concrete-and-brick, commercial building on the property (116 Head Avenue). He established a clothing business named "The National" at this location in 1921. The National operated until 1977 under the ownership of I. M. Mitnick and, later, H. C. Strasberg.

In May 1915, W. J. McCurdy sold to J. P. Gholston his undivided one-half interest in a portion of the Tallapoosa Hotel property. This 89 x 100-foot parcel extended from the Gholston & McCurdy brick building (110 Head Avenue) south 89 feet along Head Avenue to Atlanta Street and extended from Head Avenue 100 feet west. By February 1919, or earlier, J. P. Gholston had completed a new, one-story brick mercantile building (102, 104, and 108 Head Avenue) on a portion of the site of the former Tallapoosa Hotel. As originally built, the Gholston Building contained five storefronts—four fronting Head Avenue and one fronting Atlanta Street. Initially, the spaces were leased or rented; and after J. P. Gholston's death, J. W. & J. K. Gholston appear to have continued this practice until the early 1930s, when the building began to be sold piecemeal. On August 18, 1919, the Hilderbrand Drug Company was established in the corner commercial space, initially as a four-year partnership of Charles M. Hilderbrand and his uncle, J. W. Hilderbrand. The business later expanded into the space fronting Atlanta Street. In March 1932, C. M. Hilderbrand purchased

from J. W. & J. K. Gholston the two commercial spaces of the Gholston Building then occupied by the Hilderbrand Drug Company. Charles M. Hilderbrand and, after his retirement, his son, Charles M. Hilderbrand Jr., operated a pharmacy at this location (102 Head Avenue) until the early 1990s.

Deed records indicate that R. P. Thornton built a large one-story brick garage on Atlanta Street (2176 and 2178 U.S. Highway 78), between the Sheppard Building and M. A. Greene's garage in c.1919-1920. On August 28, 1919, R. P. Thornton, as mortgagor, conveyed the property to O. G. Lawbaugh, a Cook County, Illinois, attorney, as mortgagee, as well as a promissory note payable to Lawbaugh. The debt to Lawbaugh was satisfied on April 28, 1924. The 1920 population census enumeration gives Reuben P. Thornton's occupation as garage manager. On September 25, 1925, Mrs. Clayton W. Buchanan of Bibb County, Georgia, acquired the property, and on January 23, 1928, she conveyed the property to Benjamin F. Mitnick, who established an automobile dealership, Mitnick Chevrolet, at this location. Mitnick Chevrolet remained in operation until the mid-1960s or later.

South of the Southern Railway tracks, only two, small, one-story brick buildings were constructed during the 1914-1923 time period. These commercial buildings are those located at 10 W. Alabama Street and 16 Odessa Street. The original owner of the former building is unknown, while the original owner of the latter building was Arlen L. Jackson.

In c.1924 the Tallapoosa post office changed from third class to second class, and city mail delivery was initiated. This advancement involved marking streets, numbering buildings, and repairing sidewalks and constructing new ones.

On May 2, 1927, the Georgia Power Company purchased the city-owned electric plant and distribution system; and on October 21, 1927, it began supplying power to Tallapoosa from its statewide network of transmission lines. Further, the Georgia Power Company reconstructed the city's local distribution system in March and April 1928. In late 1926 or early 1927, it was determined that the city should build a modern water plant. The funds from the sale of the electric plant to the Georgia Power Company made it possible for the city to begin construction of a new $40,000 water plant north of the city on the Tallapoosa River.

Tallapoosa Mills remained a successful enterprise until the Great Depression began in 1929. During its first two decades of operations, additions to the plant and equipment increased the floor space and the number of spindles utilized from 10,000 to 17,000. Many houses also were added to the mill village, then comprised of more than 100 dwellings. The Jackson brothers sold their majority stock holdings after World War I to the William Whitman Company, but the management of the company remained largely unchanged. At the beginning of the depression, C. E. Pearce continued to serve as manager of the cotton mill and A. V. Howe, one of the original organizers and officers, served as president.

Tallapoosa Mills certainly saved Tallapoosa from economic decline after the winegrowing era ended, and it provided a degree of economic stability to the community over two decades. Its establishment and operation, however, did little to stimulate manufacturing growth or expansion. In January 1930, Jackson Brothers Lumber Company, J. T. Smith Grist Mill, Mandeville Mills Cotton Gin, John Hart Gin, Tallapoosa Ice and Coal Company, and Georgia United Ice Company were the only other manufacturers. Once again, most of Tallapoosa's manufacturing operations were related closely to local timber, grain, and cotton, as they had been prior to the city's boom period.

During the 1920s, Tallapoosa, like the county as a whole, experienced a decline in population. In Haralson County, only Bremen, where a clothing manufacturing industry began to develop in the late 1920s, experienced a gain in population. Bremen's population increased to 1,030 in 1930, while Tallapoosa's population declined to 2,417.

The January 1930 Sanborn Fire Insurance Maps also illustrate that Tallapoosa's business section experienced little change or development during the mid- and late 1920s. During that time, no commercial buildings were constructed or lost within the boundaries of the commercial historic district.

1930 to 1945: Depression and WWII

In July 1931, the streets of Tallapoosa were reported to be in the best condition in 20 years, and the mayor and council planned the laying of pavement in the downtown residential area as soon as the depression was alleviated somewhat. The completion of the Bankhead Highway, State Route No. 8, through Haralson County via Bremen and Tallapoosa, as well as the final links completing this national highway across the country, with an up-to-date paved road was finally close to becoming a reality. The city administration had decided to connect its part of the Bankhead Highway with hard surface when the state paved the road through the county. When paved, it was estimated that 3,000 to 5,000 vehicles would pass over it daily, bringing an "opportunity to secure new industry, new capital and new blood." In an attempt to attract new industry to Tallapoosa, *The Tallapoosa Journal* printed a special edition on July 30, 1931, copies of which were mailed to Northern and Eastern industrial heads who might be interested in locating branch manufacturing plants in the South. The city offered a five-year local tax exemption to new industries as an incentive.

The Tallapoosa Journal reported on August 27, 1931 that work had started on the Bankhead Highway. All kinds of road-grading machines and large amounts of cement pipe for culverts were being unloaded along the route, and several supply houses were being erected at points where camps were to be maintained. In September, three steam shovel outfits and several crews of men were at work west of Tallapoosa—one just below the cotton mill. Surveyors, engineers, and others made Tallapoosa their headquarters, and many of the grading crews were being quartered in the "old harness factory building." Teams of mules and drivers were hired locally to help with the grading, and in 1932 the paving was well underway.

On December 5, 1932, the Tallapoosa Cooperage Company was chartered. This new company took over the property of the former Jackson Brothers Lumber Company, manufacturing keg and barrel headings. At its peak, the heading mill employed over 100 hands and was one of Tallapoosa's primary sources of manufacturing employment in the 1930s. Another new manufacturing concern, Quality Furniture, Incorporated, set up shop in a former potato-curing building on East Alabama Street (between Stokes and Stewart). R. C. Greene, M. A. Greene, Jr., and C. H. Johnson applied for a charter in December 1936. Tallapoosa Mills operated mostly part-time during the depression years. Periodically, as business warranted, the mill would add additional people to the payroll, and the positive effect would be immediately felt by the city.

Early in the depression years, Tallapoosa's merchants organized a "Buy It In Tallapoosa" promotion, and in the mid-1930s, the Tallapoosa Booster Club organized and held big Fourth of July celebrations. These events were aimed at promoting the city, increasing sales for the local merchants, and providing entertainment for area residents. The Fourth of July celebration in 1935 attracted the largest crowd in the city's history—estimated at 8,000 to 10,000 people. The event included a free barbecue, public speeches by noted orators, baseball games, a parade, live music, and dancing. A street dance was held on Head Avenue, and a more

formal dance, complete with an orchestra and floor show, was held at the Lithia Hotel (then used as a private residence).

On February 22, 1935, C. H. Johnson, who operated the Amuzu Theatre at the time, purchased the theater from J. W. & J. K. Gholston. On August 18, 1936, he sold the movie theater to the DeKalb Amusement Company, Inc. This company spent $30,000 enlarging and remodeling the theater building on Head Avenue, complete with new projection equipment and a modern cooling plant. The grand opening of the new Grand Theatre (114 Head Avenue) occurred on February 15, 1937. Managed by Ted H. Harris, the theater was an instant success, providing both the latest motion pictures and live vaudeville acts and minstrel shows. In May 1942, Coy McPherson succeeded Ted Harris as manager.

On October 13, 1938, the Tallapoosa Cooperative Canning Association, Inc. purchased a vacant lot immediately south of the S. C. Littlefield Block on the east side of Head Avenue. With assistance from the Lions Club, this nonprofit association built, equipped, and operated a small, one-story frame canning plant (not extant) on the property for the benefit of the community. Only 1,300 cans of food were canned in 1939, but with the growing world situation and the urging of the government for citizens to can and store as much food products as possible, production increased to 7,235 cans in 1940, 19,450 cans in 1941, and 34,765 cans in 1942. The plant, which remained a popular place during the war years, expected to can approximately 70,000 cans during the summer of 1943. It was managed by A. B. Duncan.

In June 1939, work on paving an unpaved portion of Head Avenue got underway. On July 20, *The Tallapoosa Journal* commented that "when this avenue is completed, it is expected that other streets will ask for similar improvements." The Bankhead Highway now entered and exited the city in a new location. From the east, the highway entered the city in a westerly direction, passing just north of the standpipe and through the iron furnace site, before intersecting East Atlanta Street at Crest Avenue. The highway then followed Atlanta Street until it split off in a westerly direction at Robertson Avenue, just past the ballpark, passing between West Lyon and West Lipham streets.

In the late 1930s, C. E. Pearce remained general manager of Tallapoosa Mills and Hendricks H. Whitman was president. The textile business again began to pick up in October 1938, and in late November, the mill was running two shifts full time. This upturn did not prove sufficient, however, to keep the mill solvent. On August 24, 1939, *The Tallapoosa Journal* reported that E. G. Andrews of Southeastern Machine Company had been appointed to liquidate the affairs of Tallapoosa Mills. Later that year, on December 20, the Mandeville Mills Cotton Gin was destroyed by fire.

Tallapoosa's attempts to attract new industry in the 1930s failed to produce the desired results. In December 1939, the city's only manufacturers were the Tallapoosa Cooperage Company, Quality Furniture, Inc., Citizens Milling Company (formerly the John Hart Gin on West Lipham), and Tallapoosa Ice and Coal Company. (Sanborn Fire Insurance Maps for December 1939 also show an unnamed gristmill on East Lipham Street, just east of the former J. T. Smith Grist Mill.) The old Anchor Woolen Mill building (the "old harness factory" which housed construction crews working on the Bankhead Highway in the early 1930s) and the dilapidated remains of the glass works had been the last two remaining manufacturing buildings from Tallapoosa's boom period. Neither survived the decade.

Tallapoosa's population declined another 3.3 percent during the 1930s. The city's 1940 population was 2,338. Meanwhile, Haralson County's other three incorporated cities all gained population. Most of the county's

population growth in the 1930s, however, occurred at Bremen, which experienced a 65.8 percent increase to 1,708.

As did other Americans and Georgians, Tallapoosans responded to the war effort triggered by the Japanese bombing of Pearl Harbor in December 1941. World War II achieved what the New Deal failed to do. It generated the production and payrolls that ended the Great Depression and ushered in an era of prosperity. In April 1942, the Tallapoosa Mills property was sold to Otto F. Feil of Atlanta, who took possession on May 15. Also in 1942, the War Plants Corporation awarded a contract to B. F. Mitnick, W. H. Wright, and M. A. Greene to produce camouflage nets and to R. C. Greene to produce shell crates for the war effort. The camouflage plant began operations in November 1942. It eventually employed as many as 400 people and utilized many of the city's vacant buildings in its operations, which continued until the war ended.

In June 1943, the American Thread Company (ATCO) bought the cotton mill and, one month later, began repairing and remodeling the buildings. The same year the thread mill was being put back into working order, another community fixture and landmark, the 50-year-old Lithia Springs Hotel, was being dismantled.

The American Thread Company began operations of its combed yarn textile mill on January 24, 1944, with 16,000 yarn spindles and 7,500 thread spindles. The mill would run three shifts and employ more than 300 persons. Plans called for the mill to be expanded after the war. The official opening was held on May 28, 1944. Ceremonies included a barbecue and flag raising for employees and city and county officials. The event was attended by 3,000 to 4,000 people, including out-of-town visitors and dignitaries. *The Tallapoosa Journal* declared that the opening meant "a new era for Tallapoosa."

Initially, the superintendent of the cotton mill was J. F. Plexico, followed shortly by J. Rollins Jolly. For the remainder of the war, ATCO was on "very essential war production." The cotton mill, along with the camouflage plant, the furniture factory, and the heading mill, provided many jobs to area residents for the remainder of the war.

1945 to Mid-1960s: Mid-Century Era

World War II ended in 1945, and that year, additional city streets, including portions of Spring, Taliaferro, Mill, Manning, Lipham, and Odessa, were paved. ATCO announced its post-World War II expansion plans for the mill in February 1947. A new three-story mill building, containing 110,000 square feet and 25,000 additional spindles, would be constructed next to the original building. Production capacity would increase 140 percent and employees, from 315 to 680. The enlarged mill (extant) would produce combed yarns and threads for industrial and domestic purposes.

On July 26, 1947, a large auction was held for the remainder of the Otto F. Feil property. Eight mill houses, 63 residence lots, and 23 business lots on the Bankhead Highway were offered for sale.

The Quality Furniture Company plant was destroyed by fire on December 30, 1947. The facility was owned by R. C. Greene and employed 30 men. A new plant was constructed the following year, and the company began to manufacture chifferobes, chests, and bedroom suites.

In January 1948, work began on the expansion of the cotton mill. A new 10,000-square-foot warehouse was begun first, with the large addition to the mill scheduled to begin in mid-February. In 1949-1950, employment

at the expanded mill varied from 625 to 675; and after an eight-percent pay increase in 1950, the mill provided a weekly payroll of approximately $31,000.

The reopening and expansion of the cotton mill was largely responsible for Tallapoosa's 20.9 percent increase in population during the 1940s. Tallapoosa remained Haralson County's largest incorporated place in 1950, with a population of 2,826. Bremen had a 1950 population of 2,299.

In Tallapoosa's business section, H. L. Worthy and L. M. White purchased the vacant lot on the southeast corner of Alabama Street and Odessa Street on July 29, 1946, and built a one-story, concrete-block building (38 W. Alabama Street.) Worthy & White immediately sold the new building to D. L. Cummings on November 23, 1946, who, in partnership with C. H. Williams, opened Cummings & Williams Furniture Company at that location one week later. D. L. Cummings owned Cummings Furniture Store in Cedartown, while C. H. Williams was associated with the Portwood Furniture Store in Carrollton, also owned by these two men. C. H. Williams was manager of the new Tallapoosa store.

On June 8, 1948, the Georgia Power Company sold to W. H. Wright city Lot "A" in Block 44 (per the 1892 survey of W. S. Prior, City Engineer). This lot bordered Head Avenue on the west, Lyon Street on the south, Alewine Avenue on the east, and extended north 48 feet, parallel to Lyon Street. On August 20, 1948, an additional parcel, immediately south of Lot A, also was transferred to W. H. Wright. Six months later, a new business office for the Georgia Power Company was being erected on the northeast corner of Head Avenue and Lyon Street. This new, one-story, brick veneer building (139 Head Avenue) was completed by June 1949, and the open house held on July 1, 1949, drew 500 people. According to *The Tallapoosa Journal*, this new building would "add much to the businesses on Head Avenue."

Although new construction was limited in Tallapoosa's business section during the late 1940s, several other new businesses, including Builder's Supply Company, Cook Jewelry Company, and a Western Auto Associate Store, located in existing buildings. In February 1949, 25 new whiteway lights (with 500-watt bulbs) were installed in the business section, adding to the city streets and attracting favorable comment.

The decade of the 1950s was one of little change for Tallapoosa's business section, especially the area within the commercial historic district. In June 1953, Dr. L. C. Waldrop sold his drug store (101 Head Avenue) to Kenneth Roberts, and after 40 years and two months, Waldrop's Pharmacy became Roberts' Pharmacy. In November 1953, the Grand Theatre suffered a destructive fire that shut it down for more than a year. T. R. Harris sold the theater property to W. H. Wright on July 6, 1954, and in February 1955, the Grand Theatre reopened with Eugene Moon as manager. Less than two years later, on December 26, 1956, another fire partially destroyed the theater. According to Eugene Moon, the Grand Theatre was to be rebuilt by February 1, 1957, or shortly thereafter, but it is not clear if this was accomplished or to what extent the theater operated in 1957. An article and advertisements in *The Tallapoosa Journal* indicated the Grand Theatre was being reopened in January 1958 under new management. The new manager was John H. Olson, grandson of C. H. Johnson, who operated and briefly owned the Amuzu Theatre (predecessor of the Grand Theatre) prior to his retirement in 1936. It is not clear for how long or to what extent the theater operated after reopening in January 1958. One source indicates the theater closed for a final time in 1962.

In the meantime, Pat's Bakery opened for business in a new, one-story, concrete-block building (12 E. Lyon Street), on the corner of Lyon Street and Alewine Avenue, next door to the Georgia Power Company. Many people attended the open house on June 22, 1957, to see the new building, owned by W. H. Wright. Pat's

Bakery was not patronized as expected, and consequently, closed its Tallapoosa facility on December 24, 1961, moving the business to Rome, Georgia.

The late 1950s and early 1960s were a period of industrial growth for Tallapoosa. Pequanoc Rubber Company dedicated its new Tallapoosa manufacturing facility on May 15, 1957; Associated Rubber Company opened for production on March 15, 1958; and Stoffel Seals Corporation began production on January 1, 1959. In addition, the American Thread Company underwent an expansion program in 1959. Despite this industrial growth and expansion, Tallapoosa's population declined slightly to 2,744 in 1960. Consequently, Bremen, whose 1960 population increased to 3,132, surpassed Tallapoosa as Haralson County's most populous incorporated place.

In May 1961, two new industries, Dixisteel Buildings, Inc. and Darsey Manufacturing Company, began operations in Tallapoosa; and Stoffel Seals Corporation dedicated a new building. Tallapoosa's leading industries in January 1962 were as follows: American Thread Company; Dixisteel Buildings, Inc.; Quality Furniture Company; Stoffel Seals Corporation; Darsey Manufacturing Company; Associated Rubber Company; and American Hard Rubber Company (initially Pequanoc Rubber Company).

The industrial growth and expansion prompted *The Tallapoosa Journal-Beacon* to declare, on January 24, 1962, that the economic picture of the city had been bright since World War II and had continued to become even brighter in the past year. Consequently, there was concern among city leaders that Tallapoosa's retail establishments had not kept pace with the city's industrial growth and residential development. There were recommendations that downtown stores needed cleaning up and improvements inside and outside, better lighting, and sales to move old merchandise. Other recommendations for the business section included new sidewalks, better parking facilities, widening U.S. Highway 78 through downtown, making vacant lots more attractive, and cleaning alleys.

As a result, a Clean-Up, Paint-Up, Fix-Up Campaign (sometimes referred to as Paint-Up, Fix-Up, Light-Up), sponsored by the Tallapoosa Jaycees, was initiated in May 1962. Later that month, it was announced that the State Highway Department had allocated funds to widen, resurface, and install curb and gutter on a four-tenths-mile section of U.S. Highway 78 in the center of town. By August 1962, the old canning plant building, situated behind the two-story brick building (121 Head Avenue), was torn down to make more parking space available. On September 12, 1962, *The Tallapoosa Journal-Beacon* reported that three downtown businesses were sporting new storefronts, and the "new look" had "improved the appearance of the business section." The Clean-Up, Paint-Up, Fix-Up Campaign lasted at least through May 1963, when the widening of U.S. Highway 78 through downtown was completed.

During the night of July 22, 1963, a fire started on the third floor of the three-story Elton Block (2190 U.S. Highway 78) and spread to the second floor. Later in the night, Tallapoosa firefighters were joined by Bremen firefighters to contain the blaze that threatened adjacent buildings—the Western Auto Store and Mitnick Chevrolet. By the time the fire was extinguished, water damage to businesses on the first floor of the building was heavy. At the time of the fire, the building housed Tallapoosa's bus station, a café, and Bruno's Place.

In October 1963, a short distance east of the Elton Block, demolition was begun on the old Southern Railway passenger station (outside of the district boundaries).

Wilson Bowling, in October 1964, purchased a property on the east side of Head Avenue, being the next 46 feet south of the two-story brick building (121 Head Avenue) presumably built in the 1940s by the Tallapoosa

Cooperative Canning Association. The property Bowling acquired contained a two-and-one-half-story frame building that originally was built c.1887 as the office of the Tallapoosa Land, Mining & Manufacturing Company. This old landmark was being demolished in January 1965 with the intent of erecting a new commercial building on the site that spring. Apparently, there was a delay in the construction of the new building, as it was not completed until August 1966. The new, one-story brick veneer building (117-119 Head Avenue) housed a business owned by Wilson Bowling and Elizabeth's Beauty Salon, operated by Bowling's wife.

Mid-1960s to Present: Recent Developments

With an increasing decentralization of commercial development resulting in a decline of Tallapoosa's historic business section by the late 1960s, a Tallapoosa Commercial Areas Study (Central Business District Study) was prepared by the Coosa Valley Area Planning and Development Commission under contract with the State Planning Bureau and with financial assistance from the U. S. Department of Housing and Urban Development. Completed in February 1970, the study examined several aspects of improving the commercial viability of Tallapoosa's central business district. For improving the general appearance and structural conditions of the central business district, the study proposed the renovation of many commercial buildings and the improvements of the storefronts, including installing continuous, uniform canopies throughout the entire length of every block; removing all projecting signs; covering upper facades with inexpensive materials (or more expensive materials if finances permitted) and making building heights more uniform in places; and improving surface signage. Although the recommendations of this study for improving the general appearance and structural conditions of Tallapoosa's central business district were, at best, only partially implemented in a piecemeal manner, some building and business owners continued to modernize their building facades and storefronts with metal, masonry, wood, and vinyl products into the early 1980s or later.

In the meantime, on November 17, 1977, Kenneth Roberts acquired property on the east side of Head Avenue, immediately south of the Wilson Bowling Building and constructed a new concrete-block building with a wood-clad façade (115 Head Avenue). Roberts' Pharmacy moved from its corner location (101 Head Avenue) to this new location in 1978 and operated there until Roberts' retirement in 1986. The construction of Roberts' new building resulted in the demolition of the last two historic, frame buildings (known as Hat's Café and Goebel's Market) on Head Avenue in the historic district. Also, in the late 1970s, the two, one-story brick buildings east of 10 W. Alabama Street (known in 1970 as Swint's Food Market) were demolished. This property remains vacant and is not included within the historic district boundaries. During the 1980s, the two-story brick building (c.1892-1895) on the west side of Head Avenue, known as the Farmers and Merchants Bank building (a.k.a. Morrison Block) was demolished and replaced with the current, one-story brick veneer and metal building (126 Head Avenue). This property is not included within the historic district boundaries.

To assist the revitalization and redevelopment of its central business district, the City of Tallapoosa created the Downtown Development Authority of the City of Tallapoosa by general statute (O.C.G.A. 36-42-1) on June 4, 1984. It was not until the late 1990s, however, that revitalization efforts became more visible in Tallapoosa's historic business section. A Streetscape Master Plan for the downtown was developed by the University of Georgia, Business Outreach Services, Small Business Development Center, Economic Development Division in October 1997. Phase I of the downtown streetscape project, involving Alabama Street, was constructed in 1998-1999 with assistance from a USDA Rural Business Enterprise Grant (RBEG). About the same time, the city applied for and received designation as a Georgia Better Hometown community. The Better Hometown program was established in 1997 as Georgia's small-town Main Street program in which communities (population less than 5,000) work within the context of historic preservation and the National Main Street Center's four-point approach to downtown revitalization.

In 2002 Tallapoosa Cornerstone, Inc., a non-profit 501(c)(3) organization, was created to help address the revitalization of Tallapoosa's central business district by encouraging building and business owners to rehabilitate the exteriors of their buildings and assist the Downtown Development Authority (DDA) achieve its goal of getting a downtown commercial historic district listed in the National Register of Historic Places. Phase II of the downtown streetscape project, involving Head Avenue and U.S. Highway 78, was implemented as a Transportation Enhancements project in 2005-2007. In 2011 the City of Tallapoosa ceased participation in the Better Hometown program, but the DDA and Tallapoosa Cornerstone, Inc. have continued to encourage downtown revitalization and the rehabilitation of downtown commercial building facades through Tallapoosa Cornerstone's façade-grant program (with funding assistance from the Community Foundation of West Georgia) and occasional property acquisition. In October 2013, the DDA purchased the building at 38 W. Alabama Street in an effort to help boost the city's retail business and rehabilitated the building.

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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:

- X State Historic Preservation Office
- ___ Other State agency
- ___ Federal agency
- ___ Local government
- ___ University
- ___ Other

Name of repository: _____

Historic Resources Survey Number (if assigned): N/A

10. Geographical Data

Acreage of Property approximately seven acres
(Do not include previously listed resource acreage.)

Latitude/Longitude Coordinates
Datum if other than WGS84:_____
(enter coordinates to 6 decimal places)

1. **Latitude: 33.745548** **Longitude: -85.287987**
2. **Latitude: 33.744579** **Longitude: -85.286495**

3. **Latitude: 33.743767** **Longitude: -85.287643**

4. **Latitude: 33.744233** **Longitude: -85.289036**

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

The National Register boundary is indicated with a heavy black line on the attached National Register map, which is drawn to scale.

Boundary Justification (Explain why the boundaries were selected.)

The boundary includes the intact, contiguous, historic resources associated with the downtown commercial area of the city of Tallapoosa.

11. Form Prepared By

name/title Denise P. Messick (National Register Historian) and Lynn Speno (National Register Specialist)
organization Historic Preservation Division, GA Dept. of Natural Resources date March 2016
street & number 2610 Highway 155 SW telephone (770) 389-7844
city or town Stockbridge state GA zip code 30281
e-mail denise.messick@dnr.ga.gov and lynn.speno@dnr.ga.gov

name/title Dan Latham, Senior Planner
organization Northwest Georgia Regional Commission date (based on original dated 2/2014)
street & number P. O. Box 1798 telephone (706) 295-6485
city or town Rome state GA zip code 30162

Additional Documentation

Submit the following items with the completed form:

- **Maps:** A **USGS map** (7.5 or 15 minute series) indicating the property's location.

  A **Sketch map** for historic districts and properties having large acreage or numerous resources. Key all photographs to this map.

- **Continuation Sheets**

- **Additional items:** (Check with the SHPO or FPO for any additional items.)

Photographs:

Submit clear and descriptive photographs. The size of each image must be 1600x1200 pixels at 300 ppi (pixels per inch) or larger. Key all photographs to the sketch map.

Name of Property: Tallapoosa Commercial Historic District

City or Vicinity: Tallapoosa

County: Haralson State: Georgia

Photographer: Charlie Miller, Historic Preservation Division, Georgia Dept. of Natural Resources

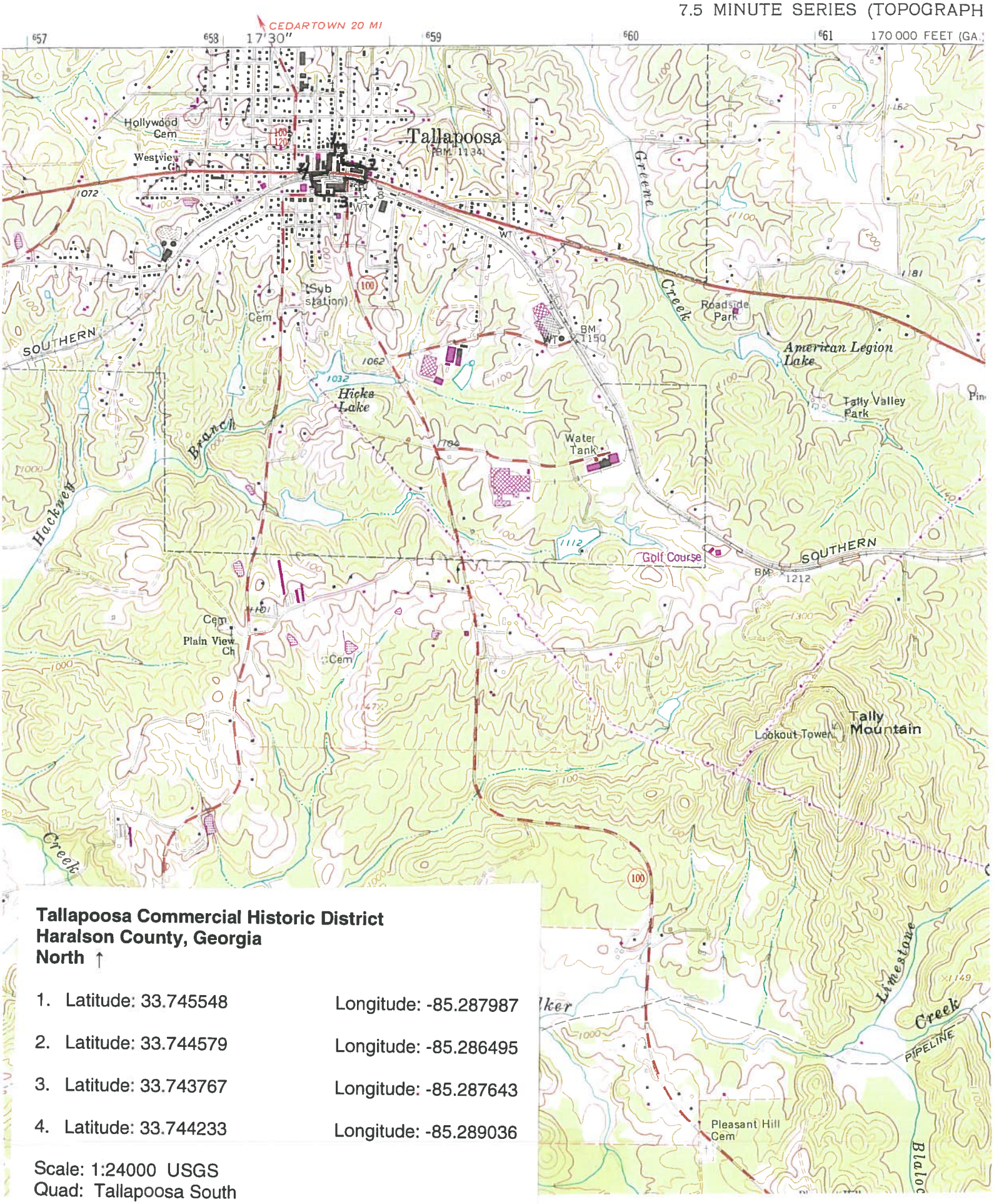
Date Photographed: May 14, 2014

Description of Photograph(s) and number:

1 of 17. W. Alabama Street; photographer facing southwest.
2 of 17. W. Alabama Street; photographer facing southwest.
3 of 17. W. Alabama Street; photographer facing southwest.
4 of 17. 5 Odessa Street; photographer facing west.
5 of 17. 19 Odessa Street; photographer facing northwest.
6 of 17. 18 and 20 Odessa Street; photographer facing northeast.
7 of 17. 2174-2182 E. Atlanta Street; photographer facing northeast.
8 of 17. 2190-2194 E. Atlanta Street; photographer facing north.
9 of 17. Portable boiler and steam engine in park; photographer facing east.
10 of 17. 2162-2164 E. Atlanta Street; photographer facing north.
11 of 17. 107-109 Head Avenue; photographer facing east.
12 of 17. 114-116 Head Avenue; photographer facing northwest.
13 of 17. 102-112 Head Avenue; photographer facing southwest.
14 of 17. 122 Head Avenue; photographer facing west.
15 of 17. 129-125 Head Avenue; photographer facing east.
16 of 17. 125 Head Avenue (detail); photographer facing east.
17 of 17. 139 Head Avenue; photographer facing northeast.

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 18 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.

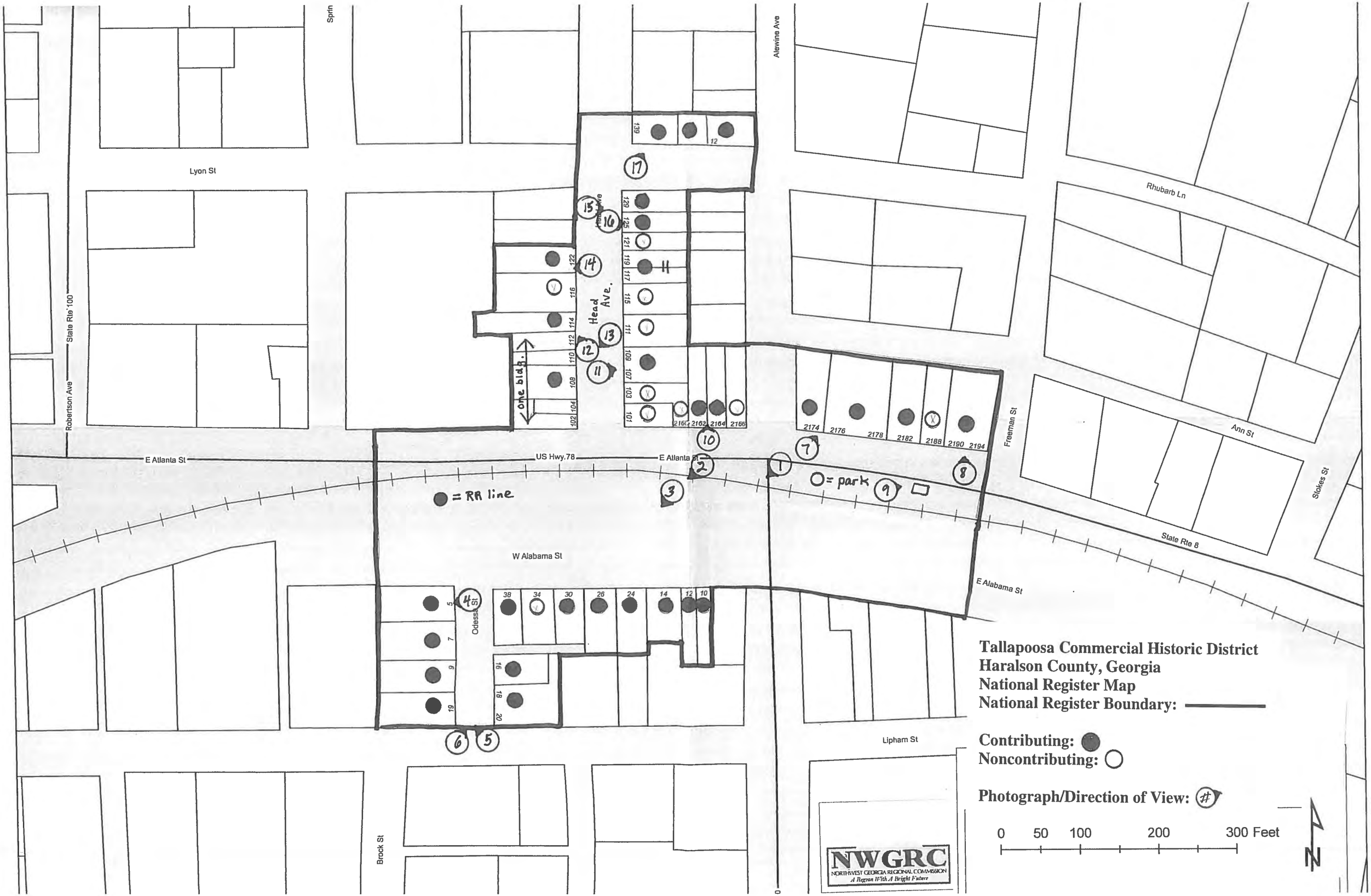
TALLAPOOSA SOUTH QUADRAN
GEORGIA—ALABAMA
7.5 MINUTE SERIES (TOPOGRAPH



Tallapoosa Commercial Historic District
Haralson County, Georgia
North ↑

1. Latitude: 33.745548 Longitude: -85.287987
2. Latitude: 33.744579 Longitude: -85.286495
3. Latitude: 33.743767 Longitude: -85.287643
4. Latitude: 33.744233 Longitude: -85.289036

Scale: 1:24000 USGS
Quad: Tallapoosa South


Tallapoosa Commercial Historic District
Haralson County, Georgia
National Register Map
National Register Boundary:
Contributing:
Noncontributing:
Photograph/Direction of View:
0 50 100 200 300 Feet
N
= RR line
O= park
Lyon St
Robertson Ave
State Rte 100
E Atlanta St
US Hwy.78
E Atlanta St
W Alabama St
E Alabama St
Head Ave.
Head Ave
one bldg.
Odessa St
Brock St
Lipham St
Freeman St
Alewine Ave
Rhubarb Ln
Ann St
Stokes St
State Rte 8
NWGRC
NORTHWEST GEORGIA REGIONAL COMMISSION
A Region With A Bright Future

DOGWOOD CITY
ART GALLERY

DOGWOOD
CITY
ART GALLERY
TALLAPOOSA DRUGS

DOGWOOD
CITY
ART GALLERY
TALLAPOOSA DRUGS

LIPHAM'S
CLOSED
LADIES
CLOTHING
CLEARANCE
SALE!
CLEARANCE
SALE!

J.C. TUMLIN General Merchandise 1902

MITNICK
CHEVROLET
CUSTOM BASKETS
TALLAPOOSA
H&R BLOCK
Advanced Chiropractic

dvanced Chiropractic
Chiropractic
We Can Help!

H&R BLOCK
Advanced Chiropractic
PORTABLE
BOILER AND AJAX
STEAM ENGINE
Built By A.B. Farquhar-York, Pa.
Late 1800's or Early 1900's
IN THE 90's

Computer's
PC WIZARD
K&M Coffee Co.

Old Grand Theatre
Antiques
&
Collectibles

The Pea Patch
770•574•2509
Pet Grooming
404-796-1123
Open
Tuesday-Saturday
Curves
Curves
Curves
FREE!

OPEN
ELECT
CHUCK
MORRIS

OPEN
125 HEAD AVENUE
1–2

MESKER BROS.
FRONT BUILDERS
ST. LOUIS, MO.
PAT. OCT. 4 '87.

MENG H LIM PC
ATTORNEY AT LAW
ELECT
MENG LIM
FOR
SUPERIOR COURT JUDGE
MAY 20, 2014