

PEACHTREE STREET: TAKE ANOTHER LOOK FINAL SCRIPT

NARRATION: USUALLY WE SEE PEACHTREE STREET LIKE THIS
OR LIKE THIS IT'S A SERIES OF GLIMPSED IMAGES AS WE RUSH
THROUGH OUR BUSY DAYS. BUT PEACHTREE IS MUCH MORE THAN A
PLACE TO WORK AND LIVE AND SHOP, MUCH MORE THAN A HOT SPOT
FOR ENTERTAINMENT AND NIGHTLIFE.

Frank Sinatra/ Rosemary Clooney song "Peachtree Street"1

TITLE GRAPHIC: PEACHTREE STREET: TAKE ANOTHER LOOK

STAND-UP [HORSE CARRIAGE DOWNTOWN]: PEACHTREE IS A PATH
THROUGH OUR PAST. EACH MILE CAN TELL STORIES OF TRIUMPH AND
TRAGEDY, OF MAJOR EVENTS THAT CHANGED THE COURSE OF HISTORY
AND OF MINOR EVENTS THAT ARE CHERISHED IN OUR MEMORIES. HELLO,
I'M HAMILTON NORTHCUTT. WE'RE GOING TO DIG DEEP INTO THE RICH
AND EVENTFUL HISTORY OF PEACHTREE STREET. IT ALL BEGAN IN THE
LATE 1700S BEFORE ANY OF THIS – ATLANTA – WAS EVEN A DOT ON A
MAP.

NARRATION: AND HERE'S WHERE IT BEGAN – BY THE
CHATTAHOOCHEE.

WHEN WHITE TRADERS AND SOLDIERS ARRIVED IN NORTH GEORGIA IN
THE LATE 18TH CENTURY THEY FOUND A CREEK INDIAN SETTLEMENT
HERE. THE CREEK NAME WAS TRANSLATED TO "STANDING PEACHTREE"
AND, INDEED, ONE EYEWITNESS REMEMBERED SEEING A LARGE PEACH
TREE GROWING ON THE SITE. BUT SOME SCHOLARS SAY THE NAME WAS
ACTUALLY PITCH-TREE, BECAUSE PIONEERS USED TO PITCH KNIVES INTO
AN OLD PINE TREE HERE. FORTUNATELY PEACHTREE WAS THE NAME
THAT STUCK – PITCHTREE STREET DOESN'T HAVE QUITE THE SAME RING.

GRADUALLY THE OLD INDIAN TRAIL FROM THE SETTLEMENT TOOK ON
THE PEACHTREE NAME. HEADING EAST FROM THE RIVER, THE
PEACHTREE TRAIL FORKED IN WHAT WE KNOW TODAY AS BUCKHEAD
VILLAGE. ONE BRANCH FOLLOWED THE RIDGE SOUTH AND JOINED THE
SANDTOWN TRAIL AT THE SITE OF TODAY'S FIVE POINTS. THE OTHER
BRANCH WENT NORTHEAST TO TOCCOA IN THE MOUNTAINS. THE
PEACHTREE TRAIL IS NOW OUR PEACHTREE STREET.

NARRATION: SO PEACHTREE HAS A GOOD REASON TO BE HERE, BUT WHY IS ATLANTA WHERE IT IS? OVER 250 MILES FROM THE OCEAN, A LONG WAY FROM A NAVIGABLE RIVER, STRADDLING A RIDGE – WHY THIS SPOT?

Rick Allen, Historian (18:20:04:00) For all of our belief that we are a wonderful city, and we are, we are also purely an accident of geography. This is the first relatively flat place south of the Appalachian foothills, and so in the 19th century it was the logical, inevitable nexus for the railroads. (18:20:21:00)

NARRATION: AND SO IN 1837 THE FUTURE METROPOLIS OF ATLANTA WAS BORN NEAR TODAY'S FIVE POINTS IN DOWNTOWN. THE TOWN'S FIRST RATHER UNGLAMOROUS NAME WAS TERMINUS, BECAUSE THAT'S WHAT IT WAS – A RAILROAD TERMINUS. THE CITY FATHERS, WISELY THINKING AHEAD, SOON STARTED LOOKING FOR A GRANDER NAME. THE GOVERNOR HAD A DAUGHTER NAMED MARTHA SO THEY TRIED MARTHASVILLE FOR A WHILE - BUT THAT SOUNDED TOO REGIONAL AND IT WAS TOO LONG FOR THE STATION SIGNS. SO IN 1845 THEY COINED THE NAME ATLANTA, THE FEMININE FORM OF ATLANTIS.

THE TOWN FLOURISHED AND PEOPLE STARTED BUILDING LARGE HOUSES. BUT FOR MANY THE GRANDEUR WAS CUT SHORT BY A GENERAL NAMED SHERMAN.

THE UNION TROOPS LEFT THEIR MARK ALL ALONG PEACHTREE STREET AS THEY CLOSED IN ON ATLANTA. THE HILL BY PIEDMONT HOSPITAL KNOWN AS HEARTBREAK HILL TO THE PEACHTREE ROADRACE RUNNERS, WITNEED HEARTBREAK THAT WAS ALL TOO REAL ONE HOT JULY DAY IN 1864.

CONFEDERATE TROOPS CHARGED DOWN THE HILL TO STOP SHERMAN'S MEN FROM CROSSING PEACHTREE CREEK BUT THE BLUE COATS DROVE THEM BACK.

A FEW DAYS LATER THE SIEGE OF ATLANTA BEGAN.

THE BELL THAT WARNED THE CITY CAN STILL BE HEARD. TODAY IT TOLLS FROM THE TOWER OF THE FIRST UNITED METHODIST CHURCH – ITS THIRD HOME – BUILT BY THE CONGREGATION IN 1903.

Andy Ambrose, Atlanta History Center (15:05:30:00) about two thirds of the city was destroyed as a result of the Civil War. And contrary to what Sherman claimed later, it wasn't only the businesses, there were a number of residences that were destroyed as well. But the important thing for Atlanta's history and also for Peachtree Street history is that there was a quick rebuilding effort. (15:05:52:00)

Boyd Coons, Atlanta Preservation Center #28 (05:09:13:00) Georgia's reconstruction ended considerably earlier than other states because / they made every effort to show that they lived and thought in the way that you would expect *umm* a commercial merchant prince in New York to live and think. They wanted to show that they were, were separated from the way the old south had thought. (05:10:28:00)

NARRATION: PEACHTREE STREET WAS THE PLACE TO LIVE AND TO WORK. HENRY GRADY, THE CELEBRATED EDITOR OF THE ATLANTA CONSTITUTION, LIVED ON PEACHTREE WHEN HE POPULARIZED THE PHRASE: THE "NEW SOUTH.". IT WOULD BECOME ATLANTA'S RALLYING CRY.

IN THAT SAME DECADE, THE 1880S, ONE OF THE WORLD'S MOST FAMOUS PRODUCTS - COCA-COLA - WAS CREATED ON PEACHTREE. JULIUS ALEXANDER RENTED A HOUSE TO ITS INVENTOR – DR. PEMBERTON.

Cecil Alexander (06:08:11:00) Pemberton couldn't pay his rent, and he offered my grandfather a, uh, interest in this formula, which my grandfather turned down. Of course, anybody that lived in Atlanta in the last hundred years has got a "why did they do that?" story about their family and Coca Cola. 6085800

Rick Allen (18:13:40:00) There were really two fathers of Coca Cola. There was Doc Pemberton, the chemist who mixed it up, but I think more important was the little Yankee book keeper, Frank Robinson, who invented the name, and he just made it up based on two of the, uh, uh, most minor ingredients, coca and cola, and wrote it in his own hand, in that familiar Spenserian script that is uh still the trademark today. (18:14:05:00)

Rick Allen (18:12:24:00) The real birth of Coca Cola was when it got sold to the public for the first time, and that was at Jacobs Pharmacy right there at Ground Zero at Five Points on Peachtree Street. (18:12:34:00) (18:13:07:07) Of course everyone knows it's the most familiar name in the world, but the first man who ever served it to the Public, Willis Venable, the self-styled soda water king of the south, could not remember the name Coca Cola. He had to write it down it was so unfamiliar to him. He had never heard of it before, cause it was made up. (18:13:35:00?)

NARRATION: AND THE REST, AS THEY SAY, IS HISTORY.

NARRATION: AT THIS TIME PEACHTREE, ONLY TWO-LANES WIDE, WAS LIT BY GASLIGHT AND SERVICED BY HORSE DRAWN STREETCARS. THE ORNATE MANSIONS WERE SET BACK FROM THE STREET IN EXTENSIVE GARDENS, BEHIND WROUGHT IRON FENCES. LIFESTYLES MATCHED THE GRANDEUR OF THE HOMES INCLUDING LAVISH PARTIES.

Boyd Coons #28 (05;08;24) it was nothing for them to bring in forests of tropical plants. And they would have decorations made of rose buds for the chandeliers and (05:08:40:00 (05:08:48:00) of course the fashions were enormously elaborate. And one wonders how in in the era before air conditioning they could have done all that, but they seem to have managed quite well. (05;08;57)

NARRATION: AMONG THE WEALTHY AND POWERFUL WHO LIVED DOWNTOWN ON PEACHTREE, WERE GEORGIA'S GOVERNORS. FOR OVER 50 YEARS THEY LIVED IN AN ADAMS FAMILY-STYLE MANSION AT THE CORNER OF PEACHTREE AND CAIN – NOW CALLED ANDREW YOUNG INTERNATIONAL BOULEVARD. THE MANSION WAS DEMOLISHED IN 1923 FOR THE HENRY GRADY HOTEL. TODAY IT IS THE SITE OF THE PEACHTREE PLAZA HOTEL.

STAND-UP [AT PLAZA HOTEL] MANY OF THE PEACHTREE MANSIONS SURVIVED WELL INTO THE TWENTIETH CENTURY BUT TODAY ONLY A HANDFUL REMAIN. THERE ARE NONE DOWNTOWN, FOUR IN MIDTOWN AND ONE IN BUCKHEAD. WE'LL SEE THEM ALL A BIT LATER.

NARRATION: BY THE START OF THE TWENTIETH CENTURY, ATLANTA HAD COME INTO ITS OWN AS A CITY. DOWNTOWN COULD ALREADY BOAST OF LARGE HOTELS, THRIVING BUSINESSES AND EVEN A FEW SKYSCRAPERS.

MANY OF THOSE BUILDINGS HAVE GONE THE WAY OF THE PEACHTREE MANSIONS, BUT A FEW STILL STAND IN CONTRAST TO THE GLASS AND CONCRETE TOWERS OF MODERN ATLANTA.

SOME OF THE OLDER BUILDINGS HAVE BEEN RECYCLED INTO LOFT CONDOS AND APARTMENTS, HELPING TO FUEL A DOWNTOWN RENAISSANCE.

ONE OF THE OLDEST AND PROBABLY THE MOST CURIOUS OF THE HISTORIC HIGH-RISES, IS THE 1897 ENGLISH-AMERICAN BUILDING - BETTER KNOWN AS THE FLATIRON BUILDING.

Boyd Coons #28 (05:32:23:00) And that of course was even earlier than the Flatiron building in New York. And so it was significant for the way that it was planned to fit this very odd site where Atlanta developing with trails coming together created these unusually shaped, non grid lots. And this was an elegant way of working out how to effectively use one of these lots for commercial purposes. (05:32;51)

NARRATION: THE CITY'S LACK OF A GRID SYSTEM ALSO CAUSED PROBLEMS WHEN ATLANTANS BEGAN THEIR LASTING LOVE AFFAIR WITH THE CAR EARLY IN THE TWENTIETH CENTURY.

Andy Ambrose (15:22:37:00) You had all sorts of problems with congestion in the downtown with the kind of intersection of rail traffic and auto traffic and pedestrians. There were a lot of fatalities, injuries associated with this. Noise, crime, pollution, One of the measures that the city took was/ to build a series of viaducts that raise the city above the earlier rail level. And that's for example, when you go to Underground Atlanta today, that's what happening. You are going back down to the original level of the city. (15:23:18:04)

NARRATION: PEACHTREE WAS A STREET OF OPPORTUNITIES.

FOR A BLACK MAN ONE OF THE BEST WAYS TO GET AHEAD WAS THROUGH BARBERING AND NOBODY WAS MORE SUCCESSFUL AT BARBERING THAN ALONZO HERNDON.

Carole Merritt, Herndon Home . He was born a slave in Social Circle, Georgia, not far from Atlanta. A man who had very little education, but by the time he was in his 20's, he had become Atlanta's richest black man. And he did it through barbering. He did it through real estate. And he did it through life insurance. (12;01;21)

Skip Mason, Historian (12:18:45:00) he established himself at local barbershops. And eventually, he opened up the famed shop at 66 Peachtree. It was one of the finest, tonsorial palaces, not only in Atlanta, I would say, in the country. (12;19;04)

Carole Merritt It extended the full block from Peachtree Street to Broad Street. 23 barbers, all of them black. Crystal chandeliers, mahogany doors, marble paneling. It was a palace. And that's exactly what he called it, the crystal palace. (12;04;54)

George Goodwin (09:14:19:00) the barbers were very gracious people. And usually, a little extra lotion, or a salve or something, it made you feel like you were special when you went there.

STAND-UP: THIS IS THE BUILDING THAT HOUSED HERNDON'S FAMOUS TONSORIAL PALACE WHERE BLACKS AND WHITES MET IN HARMONY. BUT RACE RELATIONS IN ATLANTA WERE NOT ALWAYS SO FRIENDLY. THIS PART OF PEACHTREE STREET IS ALSO THE SITE OF ONE OF ATLANTA'S MOST INFAMOUS EVENTS – THE 1906 RACE RIOT.

Carole Merritt 12:08:43:00) There had just been a Governor's election where there was a lot of racist rhetoric.

Skip Mason 12;22;26:00 And it was a height of Jim Crow laws. African Americans had their place, and white persons in Atlanta ensured that they understood where their places were. 12:22:39:00

Carole Merritt 12:08:55:00 There were a series of incidents that were reported in the newspaper. And on that one Saturday night, the newspapers in Atlanta came out with extra after extra, reporting alleged attacks by black men on white women. (12:09:15:12)

Skip Mason (12:22:52:10) And it caused fervor within the white community and subsequently there was a mob attack. And African Americans who were in and around the area of Peachtree were attacked and beaten by this vigilante mob. (12:23:09:00)

Carole Merritt (12;09;37) And so, many blacks were massacred as a result of that racial feeling. (12;09;44)

NARRATION: THE RIOT SHAPED THE FUTURE OF PEACHTREE STREET – AND OF AUBURN AVENUE.

Carole Merritt 12;11;40 I would say that most people, black and white, are unaware of the fact that there was a time when black men had businesses in downtown Atlanta on Peachtree Street. I think the assumption is that - on the part of both blacks and whites - that Auburn Avenue was the first stage of black business development. But in fact, the story is, from Peachtree Street, to Auburn. (12;12;08)

Andy Ambrose (15::15:29:00) So in many ways, Peachtree road which is later Peachtree Street which is later known as the Great White way when they illuminated, was in racial terms the Great White Way because there was not much a black presence to be found on, on Peachtree following the early part of the twentieth century and Jim Crowe. (15:15:48:00)

NARRATION: THE YEAR AFTER THE RIOT, IN 1907, A NEW ENTERTAINMENT, ENJOYED BY BLACK AND WHITE ALIKE, WOULD TAKE ATLANTA BY STORM. NICKELODEONS HAD ARRIVED.

Andy Ambrose (15:12:37:00) They were in some storefront where you could provide some seats and you could project an image and some music could be played, but it was not in any ways opulent.

RG (18:29:52:00) Nickelodeons relied on walk up business to stay in business, so they needed to be located in places where there was heavy foot traffic. They were usually called electric theaters at that time, because of the big gaudy signs out front. They had big posters. There was a barker out front talking about the movies that were going to be shown. They had lavish posters, um, they even had a little gramophone, a Victrola, in the uh, next to the ticket box playing tinny music, so it was a very loud, colorful, and noisy place. (18:30:37:00)

NARRATION: ALTHOUGH THEY WERE A SHORT-LIVED FAD, NICKELODEONS DID USHER IN THE ERA OF PEACHTREE'S MOVIE PALACES AND WEEKLY TRIPS DOWNTOWN TO SEE THE LATEST RELEASES.

Charlesey Brown (23:05:14:00) And so we just always met my father on Friday's afternoons and we would go to see a Friday night movie and afternoon around five o'clock and then we'd go down and eat dinner at Herren's and then we would go home. And it was just a wonderful life that I had growing up in Atlanta. (23:05:38)

NARRATION: FOR JUST A FEW CENTS ATLANTANS COULD ENJOY HOURS OF ENTERTAINMENT, INCLUDING A FILM, A COMEDY, A NEWSREEL, A CARTOON, A SING-ALONG WITH THE ORGAN AND EVEN A STAGE SHOW.

Charles Walker 20;25;26:20 The Cameo theater was a little nickelodeon type house that was down there in the area where *uh* the Woodruff Park is. And then as you headed up the hill the the most / beautiful thing you would see would be the Paramount marquis which went way up into the sky and had all those lights on it. It was a, a very elaborate thing.

NARRATION: NEXT TO THE PARAMOUNT WAS THE LOEWS GRAND, SHARING THE BLOCK NOW OCCUPIED BY THE GEORGIA PACIFIC BUILDING.

JUST NORTH WAS THE CAPITOL THEATER, IN THE DAVISON'S BUILDING, NOW MACY'S.

Charlesey Brown (23:06:48:00) I do remember one time at the Capitol Theater had a fan dancer came that my mama wanted to see. And I don't remember which one it was if it was. / And we sat in the balcony and and she, every once in a while she'd put her hand over my face so I couldn't see what was going on.

Charles Walker (20:26:18:20) And then next to that was the Keith's Georgia, which was changed into the Roxy, and that's where the Cineramas were and some of the spectacular shows back in the 60's, 50's and 60's. (20:26:31) Then as you went on out Peachtree on the right hand side was the Erlanger and most of the shows out of New York, came to the Erlanger. (20:26:42:00) (20:26:58:16) Then the Fox Theater was the grandest of them all. You had the largest indoor cinemascope screen once upon a time. (20:27:05:14)

NARRATION: THE MOVIE THEATERS ALSO PROVIDED MANY PEOPLE WITH THEIR FIRST JOBS, INCLUDING A 12-YEAR OLD JOHN PORTMAN. HIS FIRST "JOINT VENTURE" WAS WITH HIS SCHOOL FRIENDS SELLING BEECHNUT CHEWING GUM TO MOVIE GOERS.

John Portman, Developer (13:11:10:20) So we were at the Rialto, Lowe's, the Paramount, Capitol, Roxy and Fox. And with my little five dollar bike, I would go from box office to box office, replenishing the stock and taking the cash. And then at the end of the day I would split 50,50 with the profits with each of my buddies. (13:13:10:00)

NARRATION: JIM AUCHMUTEY'S FIRST JOB WAS AS AN USHER AT THE ERLANGER, BY THEN CALLED THE ATLANTA.

Jim Auchmutey, Atlanta Journal-Constitution #31 All that summer the movie was uh Carnal Knowledge (laughs) with Ann Margaret and Jack Nicholson. I kind of got to know every grunt and groan by heart. (08;16;23)

NARRATION: FOR MANY OLDER ATLANTANS, THEIR FAVORITE DOWNTOWN MEMORIES ARE OF THE STREETCARS!

George Goodwin (09:07:28:00) I guess my earliest memories of Peachtree Street are streetcars. (09;07;31) And, they were one-man streetcars, of and that left the driver's back seat available. And I used to like to sit back there. You could see the street roll right behind you, like sitting in the observation car of a train. (09:07:54:00)

CB 23;18;46 We used to have to ride the streetcar into town where I live growing up on Cascade Avenue. (23;18;55) (23:19:01:00) They had a very bad turn the streetcars had to make to go in from uh Lee Street into Whitehall. And sometimes they would get

stuck in there. You might be in there 45 to an hour, minutes to an hour you know. (23:19:21:00)

CA 6050700 Out at the end of the Highland car line, the tracks just stopped. And some of the fellas - I don't know who they might have been, uh, greased or soaped the rails, and cars would ride off, you know, slide right on off. They had sand they could put down. That doesn't stop it, so. It was just a part of growing up in Atlanta, and it made it so easy to get around. (06:05:47)

NARRATION: THE LAST STREETCAR ROLLED IN 1947, SQUEEZED OUT BY THE INCREASE IN CARS.

HOWEVER THEY TRAVELED, ATLANTANS JUST LOVED TO BE DOWNTOWN DURING ITS HEYDAY IN THE MIDDLE OF THE TWENTIETH CENTURY. PEACHTREE WAS THE PLACE TO GO FOR ENTERTAINMENT, EATING-OUT, SHOPPING AND MUCH MORE.

Charlesey Brown (23:08:22:00) They had these roving photographers that went up and down the streets. / They didn't ask you, they just took 'em. Gave you a little card. And you could send in and get your picture if you wanted it. That was always fun to see. (23:08:44)

Charles Auchmutey #30 (07:24:11) And they shot a lot of pictures. They didn't sell all of 'em. But if they sold you one - I don't remember, it wasn't but 50 cents, something like that. And then they would mail it to you and that's where that one came from. But that's a good picture and we're proud of it, we like it. (07:24:40)

STAND-UP AT WACHOVIA SHOPPING MEANT AN EXPEDITION TO DAVISONS OR RICH'S OR TO THE ELEGANT PEACHTREE ARCADE, REPLACED IN THE 1960S BY THE FIRST NATIONAL BANK BUILDING - NOW WACHOVIA. BUILT IN 1917, THE ARCADE WAS AN EARLY VERSION OF THE MASSIVE MALLS THAT WOULD SURROUND ATLANTA BY THE END OF THE CENTURY.

Boyd Coons #29 (06:01:09:00) This was really the idea of a modern shopping mall and it was a whole different kind of shopping experience.

Charles Walker (21:07:11:00) It had like three levels of stores with a sky light in the center. And uh there was a fountain in, in the center of that as well. It was all tiled. and and there were a lot of offices and little shops in there. (21:07:27:00)

Boyd Coons: I think it must have been really captivating for people. I mean we don't think of mall rats in the early 20th century, but this must have been sort of what the atmosphere that that provided in a very elegant way was this enclosed, very pleasant shopping experience.

NARRATION: CECIL ALEXANDER DESIGNED THE BANK BUILDING, WHICH REPLACED THE ARCADE. HE STILL REGRETS THAT HE COULD NOT INCORPORATE THE ARCADE INTO THE BANK'S PLANS.

Cecil Alexander (07:03:06:00) I remember one of the architectural magazines said that, uh, it's one thing for a carpetbagger to come down and destroy that building, it's certainly something else for Atlantans to be a party to it. And that stuck with me all these years.
07:03:24:00)

NARRATION: THE OTHER SHOPPING TRADITION WAS RICH'S. AN INSTITUTION SINCE IT WAS FOUNDED IN 1867, RICH'S HAD BECOME MUCH MORE THAN JUST A STORE. IT WAS A PLACE TO MEET FRIENDS AND TO BE ENTERTAINED. THE COMPANY REACHED OUT TO THE COMMUNITY WITH UNPARALLELED CUSTOMER SERVICE AND ALL SORTS OF SPECIAL EVENTS. NONE WAS MORE POPULAR THAN THE LIGHTING OF THE GREAT TREE EACH THANKSGIVING. AN ATLANTA TRADITION FROM 1948 UNTIL THE CLOSING OF THE STORE IN THE EARLY '90S, THE TREE-LIGHTING WAS ACCOMPANIED BY CHOIRS ON EACH FLOOR OF THE PARKING DECK.

Cecil Alexander (7:15:00:00?) And I heard later, and I was all disillusioned, it was all prerecorded, they were just mouthing it. But then it would always end up with "Oh, Holy Night" with an opera star imported to sing it. And when she would hit the high note, then the lights would go on the tree and it'd be 20 or 30 thousand people out there all applauding.

PLEDGE BUMP NARRATION FOR PLEDGE VERSION:
COMING UP – A FACELIFT FOR DOWNTOWN, PEACHTREE PARADES, AND MIDTOWN'S EARLY DAYS.

[BEGINNING OF PART TWO OF PLEDGE VERSION]

NARRATION: BY THE 1960S THE FACE OF PEACHTREE WAS CHANGING DRAMATICALLY, AS OLD BRICK BUILDINGS WERE REPLACED WITH MODERN GLASS AND CONCRETE HIGH-RISES. A SINGLE MASTERMIND WAS BEHIND THE FACELIFT.

Rick Allen 18:05:10:10 Atlanta came out of World War Two pretty much a small southern town, at least in appearance and Peachtree Street as its main street looked like a small town main street. It had brick store front buildings, and stores that you could walk into. I think it was really John Portman who began the transformation of Peachtree Street into a modern metropolis that had skyscrapers and looked like a big time city like New York. (18:05:36:00)

NARRATION: THE CHEWING GUM ENTREPRENEUR HAD GROWN UP TO BECOME AN ARCHITECT AND DEVELOPER, WITH BIG PLANS FOR HIS HOME TOWN..

Jim Auchmutey #31 08;20;24 The fact that somebody was building these sort of space-age futuristic places and drawing all this convention trade into Atlanta was a source of pride. It was part of uh us becoming a, you know, major league city during the sixties like getting the Braves and the Falcons (08:20:44:00)

NARRATION: OF ALL PORTMAN'S BUILDINGS, THE HYATT REGENCY ATTRACTED THE MOST ATTENTION. AS A CENTER FOR TRANSPORTATION AND COMMERCE, ATLANTA HAS ALWAYS HAD GRAND HOTELS, AND THE GRANDEST OF THEM ALL HAVE BEEN ALONG PEACHTREE - BUT THE HYATT REGENCY BROKE THE MOLD AND BECAME ONE OF ATLANTA'S BIGGEST TOURIST SIGHTS..

Sam Massell, Former Atlanta Mayor (08:25:42:00) Whether it was a king or a president or ambassador or whatever. If they visited and wanted to see something dramatic, we'd take 'em up to the circle of the entrance of the Grand Hyatt and say, wait 'til you walk in here and walk into that front lobby, and they would look with awe at those elevators in that atrium, and – I might mention, incidentally, I was having lunch one time with, uh, one of the first astronauts, and he was staying at the Grand Hyatt, and I asked him what he thought about those elevators, and he said, 'they scare me,' (laughs). (08;26;18)

NARRATION: TOWERING HOTELS ARE NOW THE NORM ALONG PEACHTREE.

SAM MASSELL UNDERSTANDS HOW HISTORY SOMETIMES GETS LOST IN THE SHUFFLE.

Sam Massell 08;09;00 When I first ran for public office in Atlanta, for the Atlanta City Council, my headquarters were in the, uh, Piedmont Hotel on Peachtree. And then they tore it down, and then when I ran for mayor, my headquarters were in the Dinkler Hotel, and they tore that down. Then when I ran a second time, my headquarters were in an apartment building at Peachtree and West Peachtree at Baker Street, and they tore that – no, that's still there (laughs). (08;09;33)

NARRATION: WHEN IT COMES TO DEMOLITION, MEL MITCHELL IS YOUR MAN.

Mel Mitchell (17:03:43:00) Peachtree Street has been uh , one of, if you want to call it a project has been a good project or a long range job for us in that we've taken down, uh I would guess at this point 70 to 80 percent of the buildings that have been demolished on Peachtree, we've, we did through the years. (17:04:54:00)

Mel Mitchell (17:18:37:16) I have enjoyed it, I really have, and feel like that I didn't do quite as much as Sherman did, but almost maybe. (17:18:48:00)

NARRATION: DURING HIS CAREER AS A DEMOLITION EXPERT FOR HUDGINS AND CO. MITCHELL HAS WORKED ON SOME LANDMARK BUILDINGS ALONG PEACHTREE. HE IS PROBABLY MOST PROUD OF DEMOLISHING THE HENRY GRADY HOTEL. NESTLED ALONGSIDE MACY'S DEPARTMENT STORE THE HOTEL DID NOT WANT TO GO GENTLY INTO THE NIGHT.

Mel Mitchell (17:09:01:00) a lot of work went into it, and it was the first building that was imploded in Atlanta. And we made actually five different implosions there and we were very, very successful with the uh basically no damage to the surrounding area. 17:09:57:00

NARRATION: THE HENRY GRADY HAS GONE, BUT A FEW HISTORIC HOTELS ARE STILL HERE TO TELL THEIR STORIES.

IN 1913 WILLIAM WINECOFF PROUDLY OPENED A NEW HOTEL AT THE CORNER OF PEACHTREE AND ELLIS. THERE WAS NO 13TH FLOOR AND THERE WERE NO ROOMS NUMBERED 13. THE HOTEL WAS ADVERTISED AS "ABSOLUTELY FIREPROOF".

NONE OF THAT MATTERED ON A COLD DECEMBER NIGHT IN 1946, WHEN 119 PEOPLE LOST THEIR LIVES IN A RAGING INFERNO.

George Goodwin (09:29:05:00) I get a call, 2 o'clock in the morning, or 2:30 or something like that. Don Carter, Journal City (?), 'get down here quick, the Winecoff Hotel is burning.' / I got there after the jumping had ceased. But the flames were pouring out of all the windows. And then I was among the reporters who went up on top of the Mortgage Guarantee building, behind it, when they began to bring the bodies out, particularly the bodies of those school children. (09:29:51)

(WSB#2 16:48:00 Dorothy Cox): I lost two room-mates that were in the same room – Betty Metcalf and Dorothy Tyrer and one other young 16 year-old that was in the same room attending the Y assembly. [17:00:00]

NARRATION: A GROUP OF STUDENTS HAD BEEN ASLEEP ON THE HOTEL'S MIDDLE FLOORS. THE FIRE DEPARTMENT'S LADDERS COULDN'T REACH THEM. MANY PERISHED, SOME JUMPING TO THEIR DEATHS.

George Goodwin: Those on the top ones, most of them escaped, or many of them did. And those on the lower ones. But those on the middle ones didn't. (09;32;31) And the rescues - The action of the fella whose mother was on the back side of the hotel, and he figured out how to go on top of the Mortgage Guarantee building, get a painter's ladder and go across the alley with the ladder on both buildings. Later, the fireman realized how smart he was, and they did the same thing. But, uh, it, it was just one of those events that you come on in a lifetime – you hope you only have one. (09;33;10)

NARRATION: THE TRAGEDY WOULD CHANGE BUILDING CODES, BUT FOR THE 119 VICTIMS IT WAS TOO LATE.

THROUGHOUT ITS HISTORY, PEACHTREE HAS BEEN ATLANTA'S TOWN SQUARE, WHERE ISSUES ARE AIRED AND OPINIONS ON ALL SIDES ARE HEARD. IN 1915, A PEACHTREE PARADE MARKED THE REBIRTH OF THE KU KLUX KLAN, WHICH CHOSE A PEACHTREE MANSION AS ITS IMPERIAL PALACE.

SOME 50 YEARS LATER CIVIL RIGHTS ACTIVISTS MARCHED THE SAME ROUTE PROTESTING SEGREGATION.

BUT, MUCH MORE OFTEN, PEACHTREE HAS BEEN THE PLACE ATLANTANS COME TO CELEBRATE. PRESIDENTS, SPORTS HEROES, VETERANS AND CELEBRITIES HAVE ALL BEEN SALUTED ON PEACHTREE, BECAUSE LIKE ANY RED, WHITE AND BLUE MAIN STREET, PEACHTREE IS OUR FAVORITE PARADE ROUTE.

[music sequence]

NARRATION: TODAY, PEACHTREE DOWNTOWN LOOKS NOTHING LIKE THE SMALL TOWN MAIN STREET THAT WAS BUILT BACK IN 1837. BUT IN MANY WAYS IT HAS GONE FULL-CIRCLE. ONCE AGAIN, ATLANTA'S DIVERSE POPULATION IS CHOOSING TO LIVE AND WORK AND PLAY HERE, ADDING ANOTHER CHAPTER TO PEACHTREE'S HISTORY.

MIDTOWN

NARRATION: AS PEACHTREE CROSSES THE EXPRESSWAY, WE MOVE OUT OF DOWNTOWN AND INTO MIDTOWN, WHICH STRETCHES AS FAR AS THE BROOKWOOD AMTRAK STATION. TODAY MIDTOWN IS LIKE A SECOND CITY, WITH ITS OWN SKYLINE AND DISTINCT IDENTITY.

BUT NONE OF THIS WOULD HAVE BEEN HERE IF GEORGE WASHINGTON COLLIER HAD HAD HIS WAY.

A FEW BLOCKS OFF PEACHTREE NEAR ANSLEY PARK, A VERY SPECIAL HOUSE SITS ON A LITTLE HILL. THIS IS PROBABLY THE OLDEST HOUSE IN ATLANTA, BUILT AROUND 1820 BY GEORGE WASHINGTON COLLIER.

Jimmy Bentley (11:02:14:00). He had a cook store at Little Five Points after the railroad peg was driven there and the community began developing. And he was what you'd call a good butter and egg man. He just traded and trafficked and accumulated land. And a fascinating, early citizen of Atlanta. (11:02:36)

NARRATION: GRADUALLY THE COLLIER FAMILY ACQUIRED ALL THE LAND FROM TODAY'S 14TH STREET TO PEACHTREE CREEK.

BACK THEN THE AREA WAS HEAVILY WOODED WITH FEW SETTLERS. COLLIER'S HOUSE HAD A PEACHTREE ADDRESS BECAUSE THERE WAS NOTHING BETWEEN HIM AND THE ROAD BUT FARMLAND AND VIRGIN FOREST.

Jimmy Bentley (11:09:56) It was a vast, pristine, wonderful, tranquil, wooded territory. It was the kind of place you dream about. (11:10:41:00)

NARRATION: COLLIER MUST HAVE LOVED IT JUST THE WAY IT WAS, BECAUSE HE TRIED – UNSUCCESSFULLY – TO KEEP IT THAT WAY.

Jimmy Bentley (11:02:25:10) he left land from 14th Street to Peachtree Creek blocked. He left it to his children with a restriction in the deed that the land could never be sold, and it took about three years to break the will so the kids could sell the land. The first land they sold was auctioned, all the land from 14th Street to Pershing Point.

STAND-UP: HOW DIFFERENT PEACHTREE IN MIDTOWN WOULD LOOK TODAY IF COLLIER'S WILL HAD HELD. INSTEAD OF FOREST AND FARMLAND WE HAVE A MODERN CITY WITH SKYSCRAPERS AND TRAFFIC. BUT NOT QUITE EVERYTHING IS NEW. HERE AT PONCE DE LEON AND PEACHTREE WE ARE SURROUNDED BY HISTORY.

NARRATION: IN 1929 THE FOX THEATER WAS BUILT ON THE SITE OF ONE OF THOSE GRAND OLD MANSIONS AND IT CLAIMED A PART OF MANY HEARTS.

Charles Walker (20:24:05:00) The Fox was very opulent and you could go and sit under the stars and clouds and you know, make out with your honey in the balcony. And especially during the depression it was an escape to be able to go out to the movies and uh enjoy something that was other than the humdrum of trying to survive. (20;24;33)

Boyd Coons #29 . I know I've been there when the organ rises, like when you have that sing along, and suddenly you feel as if you're in a small town and that you're, you're really linked with everyone else in the room. (06;02;52)

NARRATION: BUT THE ERA OF THE MOVIE PALACES PASSED. ONE BY ONE THEY FELL TO THE WRECKING BALL. BY THE 1970S, THE FOX WAS NEXT ON THE LIST, TARGETED FOR SOUTHERN BELL'S NEW HEADQUARTERS. BUT SOMETHING WAS DIFFERENT THIS TIME. THIS WAS THE FOX AFTER ALL. ATLANTANS ROSE UP IN PROTEST.

Cecil Alexander 06;31;24 Well, we were retained as the Atlanta architects to do the headquarters, and, uh, almost casually, a man who really was excellent, said, "we're gonna put it where the Fox is." I said, oh? Aren't you turning over a hornet's nest?" "oh, no, we'll just go out there with a headache ball the day after we get our permit": I said, "well I think that a lot of people here are gonna feel pretty upset about this."
[06:32:06:22]

NARRATION: CELEBRITIES LENT THEIR WEIGHT TO THE CAUSE.

Liberace soundbite

AND THE COMMUNITY RALLIED.

Charles Walker (20:31:56:00) Then we were gathering money with cans that read Save the Fox and we had Save the Fox stickers and we had these lists that you sign up to save the Fox (20:32:10:00)

NARRATION: EVEN THE MAN WHO WANTED THE DEMOLITION CONTRACT SIGNED THE PETITION.

Mel Mitchell [17:04:37:00] So I had mixed emotions, that it was architecture that needless to say could not be replaced in today's construction methods and cost, but yet, to wreck the old lady would have been a real challenge and a feather in someone's cap, and I wanted to be the feather at the time. (17:05;20;17

NARRATION: SOUTHERN BELL RESPONDED TO PUBLIC PRESSURE AND MOVED THEIR NEW BUILDING TO A LESS PRESTIGIOUS WEST PEACHTREE ADDRESS.

Charles Walker (20:33:18:00) It was a glorious day when we were able to save the theater. (20:33:18:00)

NARRATION: ACROSS FROM THE FOX THEATER STANDS ANOTHER OF PEACHTREE'S HISTORIC HOTELS. THE GRACIOUS GEORGIAN TERRACE HOTEL OPENED ITS DOORS IN 1911 AND OVER THE YEARS IT PLAYED HOST TO THE LIKES OF CARUSO, PRESIDENT COOLIDGE AND CLARK GABLE.

DURING WORLD WAR TWO, THE GEORGIAN TERRACE BECAME A RESIDENTIAL HOTEL. MILDRED KING WAS THE SWITCHBOARD OPERATOR DURING THE WANING MONTHS OF THE WAR.

Mildred King 23;25;52:00 A lot of the wealthy people in Atlanta had moved into the hotel because they couldn't get uh help. So much of the domestic help had gone to work in defense plants and they had moved in here uh while the war was going on. (23:26:09:00)

NARRATION: THE GEORGIAN TERRACE HAS SEEN GOOD DAYS AND BAD DAYS DURING ITS LONG LIFE, BUT ITS ELEGANCE AND HISTORY HAVE SAVED IT FROM DEMOLITION.

ACROSS PONCE DE LEON FROM THE GEORGIAN TERRACE STANDS ANOTHER PROUD REMINDER OF ATLANTA'S ARCHITECTURAL PAST. THE PONCE DE LEON APARTMENTS OPENED IN 1913.

George Goodwin 09;02;15 / it was the first luxury apartment in Atlanta. (09:02:33:00) // it attracted some distinguished families. One or two of those floors were one apartment per floor. And I think two of them had only two apartments on them. So they were big. And children lived there. And there were schools around. And so it was the place to be. And I'm rather proud of the fact that it's held up its head all, all through these years. It never dropped its dignity.

NARRATION: OVER THE YEARS MANY DEVELOPERS HAVE EYED THE OLD BUILDINGS AT THIS PRIME INTERSECTION. BUT THEY HAVE SIGHED AND MOVED ON TO EASIER TARGETS. ATLANTA IS A CITY WITH A UNIQUE ATTITUDE TO DEVELOPERS THAT IS ROOTED IN ITS HISTORY.

Sam Massell 08:05:02 Oh, I dread to think what would have happened if they hadn't come along. Because at that time, they either saved Atlanta or created its future. (08:05:16)

Rick Allen (18:08:52:00) When I was doing the research for the book I wrote about post World War Two Atlanta, I was struck by a comment about a developer who said, you know, in most cities real estate developers are viewed as the shiny suit crowd, and you know I thought, they really are, and in Atlanta they are civic heroes.

NARRATION: BUT FOR OTHERS, PEACHTREE'S PROGRESS HAS ALSO BEEN ITS LOSS.

Skip Mason 13:00:43 I regret that those mansions were torn down. I think that they were very much an integral part of the history of the city. And that's one thing that Atlanta lacks, in my opinion, is some historical integrity. I regret that some of the old theatres that once lined the streets, particularly Peachtree, were demolished. But I recognize also that change is constant, and that you must tear down to build up. (13:01:25)

NARRATION: DESPITE ALL THE TEARING DOWN AND BUILDING UP, THE MIDTOWN STRETCH OF PEACHTREE IS STILL GRACED BY SOME HISTORIC CHURCHES

AND BY FOUR HISTORIC MANSIONS, WHICH GIVE US A FLAVOR OF HOW THE STREET MUST HAVE LOOKED IN THE EARLY 20TH CENTURY.

ACROSS FROM CRAWFORD LONG HOSPITAL STANDS THE ROSE MANSION, BUILT IN 1900 BY RUFUS M. ROSE WHO MADE A FORTUNE DISTILLING WHISKY.

UNTIL RECENTLY THE HOUSE WAS BETTER KNOWN AS THE ATLANTA MUSEUM. ESTABLISHED IN 1938 IT HOUSED JAMES ELLIOTT'S PRIVATE COLLECTION OF HISTORICAL ITEMS FROM ALMOST ANYWHERE AND EVERYWHERE. [PAUSE] THE ITEMS ARE GRADUALLY BEING SOLD OFF AND THE ROSE HOUSE IS NOW HOME TO THE ATLANTA PRESERVATION CENTER.

STAND-UP: THIS STRETCH OF PEACHTREE PLAYED AN IMPORTANT PART IN THE LIFE OF ATLANTA'S MOST FAMOUS AUTHOR, MARGARET MITCHELL. PEACHTREE STREET WAS A THREAD THAT RAN THROUGH HER LIFE. HER GIRLHOOD HOME WAS ON PEACHTREE HERE AT 17TH. AND, JUST NORTH, WAS THE WASHINGTON SEMINARY, WHERE SHE WENT TO SCHOOL.

IN 1926 MARGARET MITCHELL MOVED INTO AN APARTMENT AT 10TH STREET.

AND THEN INTO ANOTHER APARTMENT JUST *OFF* PEACHTREE ON 17TH.

SHE ALSO RENTED AN OFFICE JUST OFF PEACHTREE,

AND FINALLY MET HER UNTIMELY DEATH CROSSING PEACHTREE AT 13TH IN 1949.

MOST OF THE BUILDINGS ASSOCIATED WITH MARGARET MITCHELL ARE LONG GONE. DESPITE HER FAME, THE CITY TURNED DOWN A CHANCE TO SAVE HER CHILDHOOD HOME.

Cecil Alexander (06;09;56) One interesting thing - the man that demolished it discovered there was a great appeal in the mantle pieces. And, uh, he sold 'em all off like that. Then he resupplied them. He went all over the city buying up old mantle pieces, and putting 'em out in front of Margaret Mitchell's house. So I think there must be a lot of people that have got fake Margaret Mitchell mantle pieces in their house, but maybe we shouldn't talk about that. (06;10;30)

PLEDGE BUMP NARRATION: COMING UP: GONE WITH THE WIND, MORE PEACHTREE MANSIONS AND ON TO BUCKHEAD!

[BEGINNING OF PART 3 OF PLEDGE VERSION]

NARRATION: MARGARET MITCHELL REFERRED TO ALL OF HER HOMES AS "THE DUMP:" BUT THE DUMP AT 10TH STREET WAS SPECIAL. THE BUILDING WAS ORIGINALLY THE MANSION OF CORNELIUS SHEEHAN. WHEN IT WAS BUILT IN 1899, IT FRONTED ONTO PEACHTREE STREET. IN 1913 IT WAS MOVED BACK TO CRESCENT AVENUE TO MAKE WAY FOR COMMERCIAL DEVELOPMENT, MARCHING STEADILY NORTH FROM DOWNTOWN. FOUR YEARS LATER THE HOUSE WAS CONVERTED INTO TEN APARTMENTS, ONE OF WHICH WOULD BECOME MITCHELL'S HOME. IT WAS HERE THAT SHE WROTE MOST OF "GONE WITH THE WIND". THE

PUBLICATION OF THE BOOK BROUGHT ATLANTA TO A VIRTUAL STANDSTILL.

George Goodwin (09:27:22:00]. In 1936 when that book came out, just about everybody you know, particularly all the girls one knew, was reading that book. And they'd read all night. (09:27;35)

NARRATION: THREE YEARS LATER, THE CITY STOPPED AGAIN FOR THE PREMIERE OF THE MOVIE AND THE EYES OF THE WORLD WERE FOCUSED ON THE LOEW'S GRAND.

Charlesey Brown: On a cold December evening my mother bundled us all up and we stood outside the Lowe's Grand Theater to watch the people come in. [23:03:23:00] [23:03:26:00] And I got to see Clark and Vivian and Claudette and all the movie stars I had always loved, because I was a big moviegoer even at that time. (23:03:46:00) 23;11;21 Well probably that parade was probably the highlight of my life. (23:11:26:00)

NARRATION: THE "GONE WITH THE WIND" PREMIERE ALSO BECAME A HIGHLIGHT OF PEACHTREE HISTORY AND EVEN THE RE-RELEASE MANY YEARS LATER BECAME A MAJOR EVENT.

Jim Auchmutey #31 08;13;27 I remember real vividly when I was about 11 years old, we went down to the Lowe's Grande to see Gone With the Wind. And when we came out, it had gotten dark. And right across from the Lowe's Grand then was that big swirling Coca-Cola sign, right at the intersection of Peachtree and Prior Streets. And I always remember that. It was so impressive to come out from having watched Atlanta burn on celluloid to seeing this burning sign there at Peachtree uh it was uh a very bonding experience with my home town. (08;14;36)

NARRATION: IRONICALLY FLAMES WOULD ALSO CAUSE THE DEMISE OF THE LOEWS GRAND ITSELF A FEW YEARS LATER. IN 1978, A FIRE AT THE OLD DEGIVES OFFICE BUILDING IN FRONT OF THE THEATER WAS USED AS A REASON TO DEMOLISH BOTH BUILDINGS TO MAKE WAY FOR THE GEORGIA PACIFIC HEADQUARTERS.

MANY OF ATLANTA'S BUILDINGS HAVE BEEN LOST TO FIRE, BUT SOME JUST REFUSE TO DIE. NEAR MIDTOWN'S BUSY 14TH STREET INTERSECTION SITS A MINIATURE CHATEAU WHICH HAS SURVIVED AT LEAST THREE FIRES. BUILT BY WILLIAM WIMBISH FOR HIS NEW BRIDE IN 1898, THE HOUSE IS BETTER KNOWN TODAY AS THE ATLANTA WOMAN'S CLUB, WHICH MOVED INTO THE BUILDING IN 1919.

AMONG THE CONTRIBUTIONS OF ITS VERY CIVIC-MINDED MEMBERS HAVE BEEN THE IDEA FOR HARTSFIELD AIRPORT AND SUPPORT FOR KINDERGARTENS AND WOMEN'S RIGHTS.

THE MEMBERS OF THE CLUB ARE VERY PROUD OF THEIR HISTORY AND OF THE HOUSE WHICH THEY SAVED FROM EAGER DEVELOPERS SEVERAL TIMES.

IN THE LATE 1960S AND EARLY 1970S, THE MEMBERS FACED A VERY DIFFERENT PROBLEM – A PLAGUE OF HIPPIES.

Jim Auchmutey #31 [08:16:57:00] The strip was that area up around Peachtree and 10th street that was uh the south's little version of Haight Ashbury. *And uh* I remember going down during the summer of 1970 when I was not quite 15 years old. And it was the first time I'd ever let my hair grow over – I had hair – I'd ever let my hair grow over my ears. (08:17:16:00) (08:17:26:00) The streets would just be crawling with folks. I mean, there, there was a real happening place then. And Margaret Mitchell's old neighborhood had become hippie. And uh I'd buy bootleg records down there and blacklight post, posters. [08:17:38:00] (08:18:50:00) And a lot of people who had - who were probably appalled by hippies, were coming down there uh the traffic used to be backed up on Peachtree for miles uh with folks from the burbs coming in to look at all these people, you know. That was, that was what everybody was talking about back then, so everybody wanted to come down and see it. It was like the big cruising scene. (08:19;11)

NARRATION: THE MEMBERS OF THE ATLANTA WOMAN'S CLUB HUNKERED DOWN AND TRIED TO IGNORE THE HIPPIES SLEEPING ON THEIR PORCH. IT WOULD PROVE TO BE A SHORT-LIVED PHENOMENON. MIDTOWN WAS ABOUT TO SHAKE OFF ITS SLEEPY POST-WAR LOOK TO BECOME ATLANTA'S SECOND BUSINESS CENTER AND ITS CULTURAL CENTER.

THE ARTS WERE BEGINNING TO FLOURISH IN THE NEW MEMORIAL ARTS CENTER, DEDICATED IN 1968 TO THE MEMORY OF 106 ATLANTA ARTS PATRONS WHO DIED IN A 1962 PLANE CRASH IN ORLY, FRANCE. HERE THE SYMPHONY, THE HIGH MUSEUM OF ART, THE ATLANTA COLLEGE OF ART AND THE ALLIANCE THEATER ALL HAD ROOM TO GROW. IN 1982 THE CENTER WAS RENAMED THE ROBERT W. WOODRUFF ARTS CENTER ON THE 93RD BIRTHDAY OF THE COCA COLA MAGNATE, WHO HAD BY THEN GIVEN IT ABOUT \$50 MILLION. THE NEXT YEAR, THE HIGH MUSEUM MOVED INTO A NEW SIGNATURE BUILDING NEXT DOOR. TODAY THE WOODRUFF ARTS

CENTER IS ABOUT TO EXPAND AGAIN, WITH A NEW SYMPHONY HALL AT THE CORNER OF 14TH STREET, AND A HIGH MUSEUM EXPANSION.

A BIT FARTHER NORTH, SITS THE HOME OF FURNITURE MAGNATE AMOS RHODES. NOW OVER-SHADOWED BY THE EQUIFAX BUILDING, RHODES HALL WAS BUILT IN 1904 TO LOOK LIKE A LITTLE CASTLE.

Boyd Coons #28 [on Rhodes Hall] (05:27:18:00, and then on the inside if you go in you see the wonderful windows that go up the staircase, and you realize that's celebrating the southern past [05:27:43:12] It's a reemergence of that southern consciousness. And he of course had, had as a young man had experienced the war and I think wanted to celebrate this this southern background when he built his final house. (05:28:00)

NARRATION: NOW HOME TO THE GEORGIA TRUST FOR HISTORIC PRESERVATION, RHODES HALL HAS WEATHERED THE STORM OF DEVELOPMENT AROUND IT.

NARRATION: THE CONTRAST OF OLD AND NEW, RICH AND POOR HAS DRAWN PHOTOGRAPHER CHIP SIMONE TO PEACHTREE STREET FOR OVER A DECADE.

Chip Simone (19:06:46:0) I photographed Peachtree Street because really it is the heart of the city of Atlanta, and the city of Atlanta is the heart of the American South. (19:06:56:00)

NARRATION: OVER THE YEARS, SIMONE HAS WALKED THE ENTIRE LENGTH OF PEACHTREE SEVERAL TIMES, PHOTOGRAPHING ITS UNIQUE PEOPLE, PLACES AND EVENTS.

Chip Simone (19:10:42:00) I began to get a sense that there was another story here and there was an underbelly, and of course the under belly is balanced, it gives balance to whatever is above on the top side. And for me I find the texture and the tonalities, the darker tones much more fascinating than the brightly lit sunshine sort of picture perfect postcard ways of looking at life.

[music sequence]

Chip Simone (20:12:09) Peachtree Street is a very grand place, but not just for reasons most people think. It's very human. It's very real. It's textured. It has color and it has flavor. (20:12:29:00) . (20:15:22:20) and it saddens me that there aren't more people

using this city as a basis for telling a story, cause there are many many incredible stories to be told. And most of them you can find on Peachtree Street. (20;15;36)

NARRATION: AS WE LOOK AT MIDTOWN'S VIBRANT BUSINESS AND CULTURAL CENTER, IT'S HARD TO IMAGINE THE FOREST THAT ONCE COVERED THIS RIDGE, OR THE HOUSES AND SHOPS THAT ONCE EDGED THE STREET. PEACHTREE'S OWN STORY IS ALWAYS BEING RE-WRITTEN – ESPECIALLY IN MIDTOWN, WHERE THE ONLY CONSTANT SEEMS TO BE CHANGE.

BUCKHEAD

NARRATION: AS PEACHTREE CROSSES I-85 WE APPROACH BUCKHEAD. FROM A TINY SETTLEMENT BUCKHEAD HAS SPREAD ALL THE WAY PAST PHIPPS AND LENOX MALLS TO BROOKHAVEN. TODAY, BUCKHEAD'S HUMBLE BEGINNINGS HAVE ALL BUT DISAPPEARED FROM PEACHTREE.

STAND-UP: BUCKHEAD STARTED HERE IN 1838 – AT THE CORNER OF ROSWELL AND WEST PACES FERRY ROADS. NOW WE CALL THIS AREA BUCKHEAD VILLAGE, BUT BACK THEN, IT WAS KNOWN AS IRBYVILLE, AND IT CONSISTED OF MR. IRBY'S TAVERN AND MR. IRBY'S STORE.

NARRATION: NO-ONE REMEMBERS WHY MR. IRBY DECIDED TO PUT A LARGE BUCKS HEAD WHERE TRAVELERS COULD SEE IT, BUT, AS A RESULT, IRBYVILLE BECAME KNOWN AS BUCKHEAD.

VERY LITTLE ELSE CHANGED UNTIL THE LATE 19TH AND EARLY 20TH CENTURIES WHEN WEALTHY ATLANTANS BEGAN TO FLEE THE GROWING CITY FOR THE SERENITY OF LARGE ESTATES JUST NORTH OF TOWN.

KIMBALL HOUSE HOTEL PROPRIETOR, JOSEPH THOMPSON, BUILT HIS LANDSCAPED COUNTRY ESTATE IN THE LATE 1880S. IT LAY JUST NORTH OF TODAY'S I-85 AND HE CALLED IT "BROOKWOOD". ALL BUT THE NAME HAS DISAPPEARED. TODAY FEW PEOPLE KNOW THAT THE BROOKWOOD AMTRAK STATION, THE BROOKWOOD INTERCHANGE AND THE BROOKWOOD HILLS NEIGHBORHOOD STAND ON LAND ONCE RENOWNED FOR ITS GRAND PARTIES AND SOCIAL EVENTS.

A LITTLE FARTHER NORTH, THE GRAND DEERLAND PARK ESTATE IS NOW THE SITE OF PIEDMONT HOSPITAL'S SPRAWLING CAMPUS.

AND THE ESTATE OF GOVERNOR JOHN SLATON IS COVERED WITH EXPENSIVE HOMES AND HIGHRISES.

AS GOVERNOR, JOHN SLATON DIVIDED HIS TIME BETWEEN THE EXECUTIVE MANSION DOWNTOWN AND THE ESTATE ON PEACHTREE ROAD IN BUCKHEAD.

IN 1915 THE GOVERNOR FACED DOWN AN ANGRY MOB AT HIS ESTATE. HE HAD JUST COMMUTED THE DEATH SENTENCE OF LEO FRANK. FRANK, A JEWISH BUSINESSMAN, WAS ACCUSED OF MURDERING MARY PHAGAN, A YOUNG WORKER IN HIS PENCIL-FACORY. ENRAGED, MANY PEOPLE WERE OUT FOR BLOOD. THE GOVERNOR'S NEIGHBOR, HENRY ALEXANDER, WENT TO HIS AID.

CA 6182200 The only thing that saved the situation was that the governor called out the governor's guards, and they ringed the house. And his tough commanding officer had his men put their rifles to their shoulders and aiming at the leaders, and, uh, this guy, a Scotch Irishman, said, "I know all of you guys, know you by your first name, and that doesn't make a damn. You take one more step toward this house, and my men have orders to shoot and shoot to kill" And that disbanded the mob. (06;19;40)

NARRATION: LATER THAT SUMMER, VIGILANTES KIDNAPPED FRANK FROM HIS PRISON CELL AND LYNCHED HIM.

ANOTHER OF THE GOVERNOR'S COUNTRY NEIGHBORS, WAS JOHN OTTLEY, PRESIDENT OF ATLANTA'S FIRST NATIONAL BANK. HIS ESTATE, JOYEUSE, WAS RENOWNED FOR ITS LAVISH PARTIES AND EVEN HAD ITS OWN STATION ON THE SOUTHERN RAILROAD.

TODAY THE OTTLEY ESTATE IS MORE FAMILIAR TO US AS LENOX SQUARE..

Rick Allen 18:14:39:00 The opening of Lenox Square was a major moment, because it, in a way, announced the arrival of the suburbs in Atlanta. / and I think it's sort of interesting that uh the opening of Lenox Square roughly coincided with M Day – when metro Atlanta reached the 1 million population mark. Of course, they cheated a little bit. There were roughly about 980,000, but they did it anyway. But, uh, those two things

happening together really helped announce Atlanta as a big city rather than a small southern town. 18:15:27:00

NARRATION: WATCHING THE LENOX DEVELOPMENT FROM HIS ADJACENT ESTATE, HENRY ALEXANDER HOPED HIS OWN LAND WOULD REMAIN UNCHANGED.

Cecil Alexander 06;13;06 /When I was growing up, there was nothing out there but forest and, snakes. In the 1930's he built a, it was a mansion back there, beautifully done. and that house had 13 bathrooms in it. (06;14;41) And it was not much to do in Atlanta in those days, in the 30's. And people came out there on Sundays to look at all this plumbing stuff lying around out in the front of the house. It was probably the most observed house ever built in Atlanta. / 06150000

NARRATION: UNCLE HARRY WAS CONSIDERED QUITE A CHARACTER BUT HE WAS ALSO VERY SHREWD.

Cecil Alexander 06;16;53 He had two theories. One was to buy Coke stock and hold it. And the other was Peachtree Road frontage. [06:16:01:00]

NARRATION: AND, HE MIGHT HAVE ADDED, HOLD ONTO THAT TOO.

HENRY ALEXANDER CHERISHED HIS ESTATE AND HOPED THE STATE WOULD BUY IT FROM HIM AND PRESERVE IT. THE STATE DECLINED. WHEN HE DIED IN 1967, AGED 93, HIS HEIRS SOLD OFF THE PEACHTREE FRONTAGE FOR THE DEVELOPMENT OF PHIPPS PLAZA. THE HOUSE ITSELF SURVIVED ANOTHER TWO DECADES BUT WAS DEMOLISHED IN 1991. TODAY A LUXURY APARTMENT COMPLEX AND A CONDO TOWER STAND ON THE ALEXANDER ESTATE.

BUCKHEAD IS FULL OF BEAUTIFUL OLD HOMES, BUT FEW REMAIN ON PEACHTREE ITSELF, AND ONLY ONE OF THOSE RETAINS ITS ORIGINAL RESIDENTIAL APPEARANCE. THE RANDOLPH-LUCAS HOUSE WAS BUILT IN 1924 BY HOLLINS RANDOLPH. HE CHOSE A COLONIAL STYLE TO REMIND HIM OF HIS OLD VIRGINIA ROOTS.

A BLITZ OF CONDO BUILDING IN THE AREA ALMOST DESTROYED THE HOUSE BUT IT WAS SAVED BY A COMPROMISE. IT NO LONGER SITS IN THE SAME PLACE, BUT IS HAS SURVIVED AS AN EXAMPLE OF PEACHTREE'S FORMER ELEGANCE.

STAND-UP: THE HOUSE ALSO REPRESENTS A TIME WHEN BUCKHEAD WAS EXPERIENCING A REAL ESTATE BOOM NOT UNLIKE TODAY'S. THE POPULATION INCREASED BY SOME FIVE FOLD DURING THE 1920S THANKS TO - THE AUTOMOBILE. AND AS WE ALL KNOW ALL TOO WELL, ATLANTA'S LONG LOVE AFFAIR WITH THE CAR CONTINUES TODAY.

AS BUCKHEAD GREW THROUGH THE 20S AND 30S, SO DID ITS CHURCHES. HISTORIC CHURCHES GRACE THE ENTIRE LENGTH OF PEACHTREE, BUT THIS IS THE EPICENTER OF ATLANTA'S RELIGIOUS LIFE

[music sequence]

NARRATION: THIS SHORT STRETCH OF PEACHTREE AT WEST WESLEY, IS KNOWN FONDLY AS JESUS JUNCTION. HERE CATHOLICS, BAPTISTS, AND EPISCOPALIANS CONVERGE EVERY SUNDAY CREATING THEIR OWN TRAFFIC JAM.

BUT THERE IS ONE DAY A YEAR WHEN, FOR A FEW HOURS AT LEAST, THE NOISE OF TIRES AND COMBUSTION ENGINES DISAPPEARS AND IS REPLACED –

BY CHEERING CROWDS AND THE SOUND OF 55,000 PAIRS OF RUNNING FEET.

IT'S THE PEACHTREE ROAD RACE! AS THEY RUN FROM LENOX TO MIDTOWN, MOST OF THE RUNNERS ARE TOO PREOCCUPIED TO NOTICE THAT THEY ARE RUNNING THROUGH THE HISTORY OF ATLANTA – PAST THE GRAND ESTATES OF THE OTTLEYS AND THE ALEXANDERS, PAST THE SITE OF IRBYVILLE, THROUGH A BATTLEFIELD, ALONG A STREET ONCE LINED WITH MANSIONS, THROUGH COLLIER'S WOODS AND ATLANTA'S HAIGHT ASHBURY.

HISTORY MAY BE FAR FROM THE MINDS OF THE RUNNERS, BUT IT EMBRACES EACH ONE OF THEM, WITH EACH STEP AS THEY THEMSELVES BECOME A PART OF PEACHTREE STREET'S RICH PAST.

STAND-UP: [DOWNTOWN] PEACHTREE STREET HAS A WEALTH OF STORIES TO TELL AND WE HAVE JUST SKIMMED THE SURFACE OF PART OF IT. THIS OLD INDIAN TRAIL HAS CERTAINLY BECOME ONE OF THE WORLD'S GREAT STREETS . AND AREN'T WE ALL GLAD THE ADDRESS IS NOT PITCHTREE STREET, MARTHASVILLE, GEORGIA INSTEAD! THANK YOU FOR JOINING US.

[soundbites during credits]

SAM (08:23:35) /I think if you can live on Peachtree and work on Peachtree and play on Peachtree and visit on Peachtree, you've got the world by its tail. (08:23:46)

GG (09:18:02:00) That street has tied this town together. /That street is pretty much in the middle of where whatever is going on is going on. [09:18:20]

CA (6283700) / I feel like it's been a thread through my family history, but to say I feel ownership – no I don't, not at those prices..

SM (13:05:58:00) And black or white, Peachtree Street will forever reign as an important part of the history of the city of Atlanta. (13:06:05:00?)

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