

# RUTLEDGE

GEORGIA



A CIVIC IMPROVEMENT STUDY

Rutledge, Georgia

A Civic Improvement Program

By

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Department of Landscape Architecture  
University of Georgia  
Athens, Georgia

Publication Sponsored by

The Bank of Rutledge  
Rutledge, Georgia

March, 1966

Acknowledgments

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In addition, A Civic Improvement Program cooperation of the many citizens of Rutledge and Morgan County who furnished information during the various phases of research.

The many plates included in the study would not have been possible without the talents and unselfish assistance of Marvin Sexton, Photographic Technician for the University of Georgia Libraries.

The paint swatches, used to illustrate the color schemes for the stores of Rutledge were generously furnished by Sears, Roebuck and Company.

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Through the eyes of the casual visitor, Rutledge seems to be the small, quiet town, described in many a novel. The residential streets are shaded by the canopies of massive oaks and elms. The houses appear to have been freshly painted and well maintained. While the shops and stores are dusty and rusty, they look quaint and their appearance is dismissed as less important. As the visitor strolls along the main street, he is aware of a feeling of warmth and friendliness between townfolk that is often rare in our contemporary world. He concludes that while many of the conveniences of large-scale urban areas are missing, there would be much here to fill the void.

However, a closer look at Rutledge tends to disenchant the visitor. He fails on several attempts to find a parking place near the stores. He begins to notice the run-down condition of some buildings. In walking through the business district, the appearance of the store fronts looks less quaint and more rusty than at first glance. The charm of first acquaintance proves to be superficial. The interest once generated has been dispelled.

Rutledge is not unique. America is made up of many such small towns and cities, each one different and yet, to a degree, all very similar. Some of these small towns are growing, others are declining. They all have problems.

A growing community is concerned with traffic, rapid, often uncontrolled expansion, the costs of social overhead, fluctuations in property values and a multitude of other things. The declining community has a different, but equally frustrating set of problems.

Irrespective of whether a town is growing or declining, it can make progress in solving its problems. The first step toward any worthwhile solution, is that of planning. The more complex the problems, the more essential it becomes to precede any action with careful thought and study.

A community improvement and development study, such as this one, is not a panacea for a city's troubles. It is rather, an attempt to improve the physical and aesthetic aspects of the city. The recommendations are limited in scope and depth by the nature of the author's background and by the time allotted to the study. However, since most of Rutledge's problems are closely related, it is possible that by making inroads into some deficient areas, progress will occur as a consequence, in others.

Table-Of-Contents listing page numbers and topics such as Store Fronts, Business District, Rutledge Sportswest, Inc., City Park, and Bibliography.

LOCATION MAP

A Physical Description of  
Rutledge and Morgan County

Rutledge is a small town, only 462 people live within the city limits. Another 1,557 people are attributed to the Rutledge census division.<sup>1</sup> Yet, this small town has a definite and rather interesting personality. It is not self-sufficient in all respects, but it is very much an independent community.

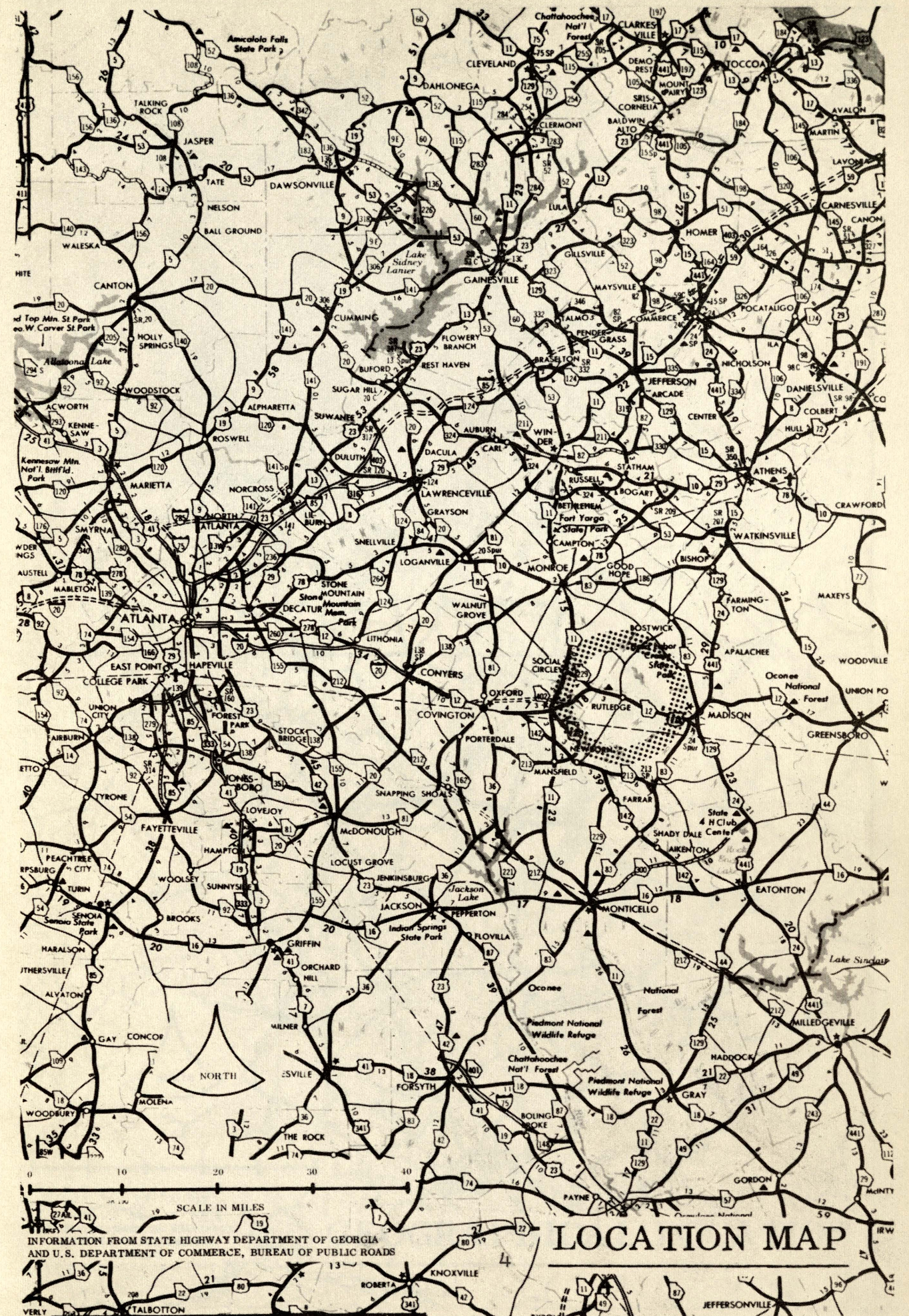
Located in the western corner of Morgan County, Rutledge is nine miles northwest of Madison, the county seat. It can be further defined geographically as being forty-nine miles from Atlanta, thirty-seven miles from Athens, seventeen miles from Monroe and fifteen miles from Covington. Politically, Rutledge is in the tenth Congressional District, the twenty-eighth State Senatorial District and the Ocmulgee Judicial Circuit.

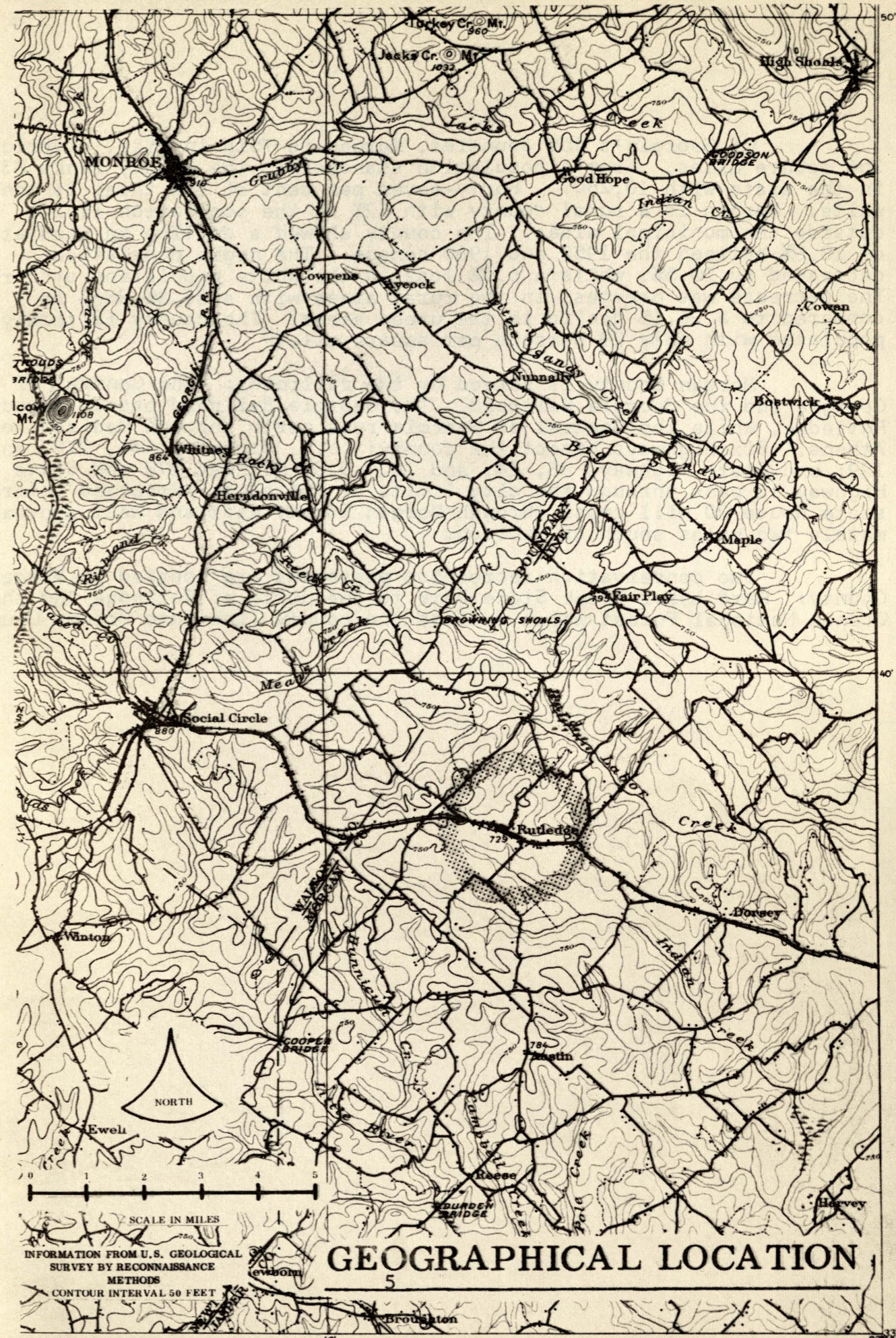
The terrain in and around Rutledge, is typical of the piedmont plateau section of the state. The city is 729 feet above sea level and is situated on a long, low ridge which runs east and west for several miles. Elevations within 10 miles of Rutledge range from 1108 feet on Alcovy Mountain to under 550 feet along several creek beds.

The many springs, creeks and streams flow into three major rivers within county lines: The Apalachee, the Oconee and the Little River. Hard Labor Creek, which is thought to have been named by slaves who toiled near its banks, is located just to the north of Rutledge and feeds the Apalachee River.

The average annual precipitation for the area is 46.43 inches. With the exception of occasional summer and fall dry spells, the moisture is fairly evenly distributed throughout the twelve months.

December is the coldest month for the people of Rutledge, with temperatures averaging 45.6°F and occasionally dropping to lows below 0°F. Periods of extreme heat occur in July, when the average temperature reaches 80.0°F with highs around the 100°F level. The annual average temperature as recorded over a 29 year period of time is 62.7°F.<sup>2</sup>





# GEOGRAPHICAL LOCATION

SCALE IN MILES  
INFORMATION FROM U. S. GEOLOGICAL SURVEY BY RECONNAISSANCE METHODS  
CONTOUR INTERVAL 50 FEET

Of Georgia's 159 counties, Morgan is 75th in size, covering 356 square miles. From a population standpoint, the county ranks 83rd in the state with 10,280. Forty-seven per cent of the total is non-white. Morgan is a rural county with 62% of the population living outside the municipal areas. The county showed a decline in population of 13.6% between the 1950 and 1960 census. The negro population decreased by 20.5%, while a 6.1% loss in the white population occurred. The decrease was greatest in the rural areas with a 36.3% drop as compared to a 26.1% decline in the urban areas. The county is thinly populated with only 29 persons per square mile.<sup>3</sup>

Morgan County is served by two railroads: the Central of Georgia and the Georgia Railroad. The Georgia Railroad passes through Rutledge, while the Central of Georgia runs north through Madison to Athens. Six highways bisect the county: U.S. Highways 441, 278, and 129; and State Highways 83, 24, and 12. U.S. Highway 278 and State Highway 12 pass through the city limits of Rutledge. Proposed Interstate Route 20 will cross through Morgan County east and west approximately two miles south of Madison.

Two conservation-recreation preserves are located in Morgan County: Hard Labor Creek State Park to the north of Rutledge and the Oconee National Forest which crosses the county line into Greene County.

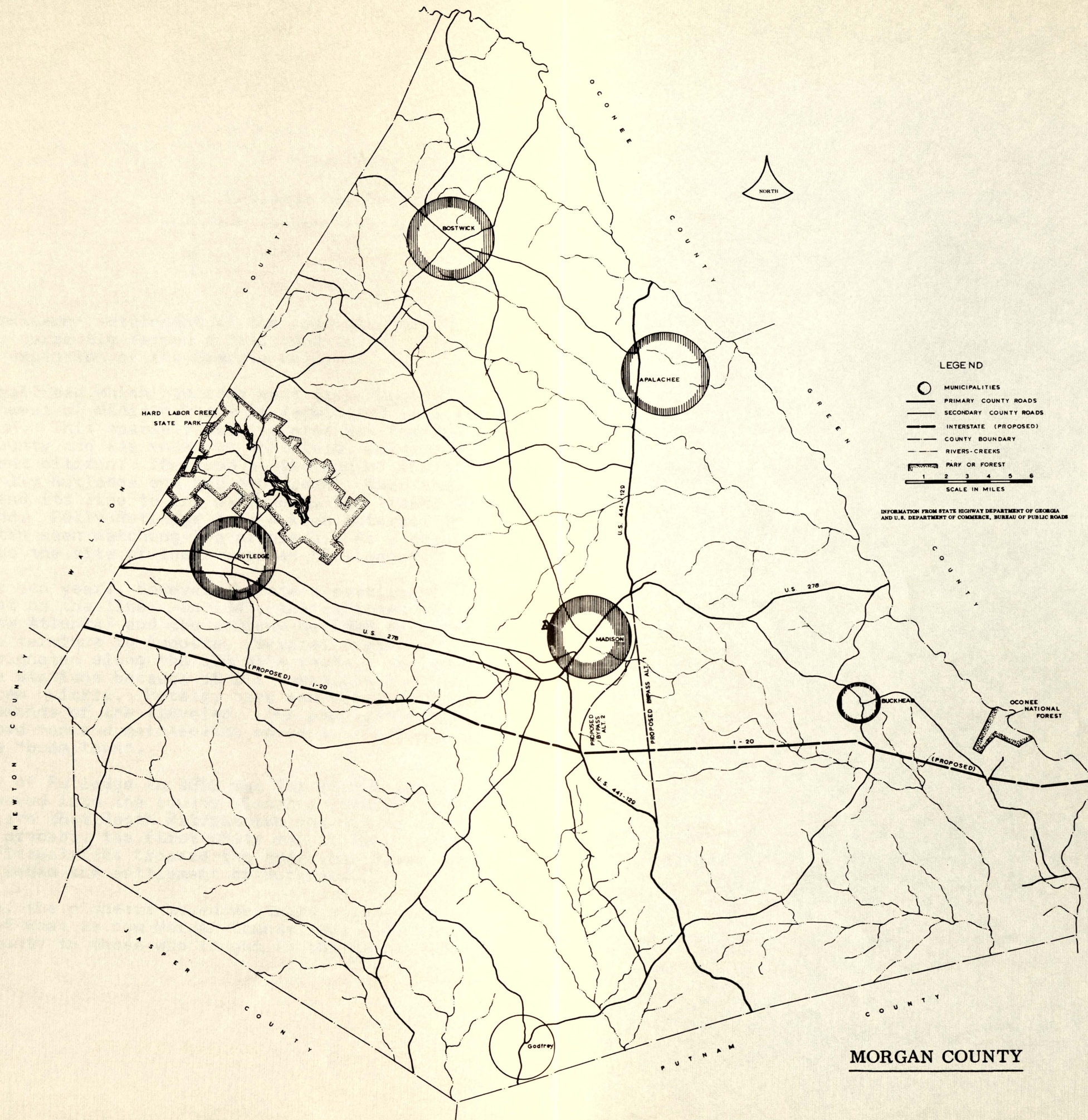
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**LEGEND**

- MUNICIPALITIES
- PRIMARY COUNTY ROADS
- SECONDARY COUNTY ROADS
- INTERSTATE (PROPOSED)
- COUNTY BOUNDARY
- RIVERS-CREEKS
- ▨ PARK OR FOREST

1 2 3 4 5 6  
 SCALE IN MILES

INFORMATION FROM STATE HIGHWAY DEPARTMENT OF GEORGIA  
 AND U. S. DEPARTMENT OF COMMERCE, BUREAU OF PUBLIC ROADS

**MORGAN COUNTY**

Historical Sketch of  
Rutledge and Morgan County

Like many a "western" settlement of the late nineteenth century, Rutledge can be correctly termed a "railroad town." The city grew as a result of the expansion of the Georgia Railroad.

By 1845, the railroad which had come east from Augusta, reached nine miles northwest of Madison where it terminated in a round-table and fueling station. This sparsely settled area was the 283rd subdivision of Morgan County and was known as Whitfield, after a justice of the peace and prominent citizen. The land at the end of the line was owned by a widow, Polly Rutledge and her son Frank. When the railroad decided to extend its line to the northwest, the tracks were laid across Rutledge land. Polly Rutledge took a keen interest in the construction and was often seen watching the progress. As a result, workman began to refer to the site of their work as "Rutledge".<sup>4</sup>

It was another ten years, however, before a settlement was established at this point on the line. In 1845, the railroad had reached Marthasville (now Atlanta) and the company decided to promote round trips from the new terminus to Augusta. Several overnight stopping points were designated along the 175 mile route. Rutledge was selected as one of these stations because of its turntable and fueling facilities. The town grew quickly. Hotels, bars and boarding houses sprung up to meet the demands of the traveler. The population of the town swelled with railroad men and maintenance workers. Rutledge was on its way to becoming a "boom town".

The settlement of Rutledge in 1855 was far from a pioneering venture. Settlers had moved into the county almost a hundred years before. Historians believe that Booth Fitzpatrick and his brothers, Benjamin and Rene, were probably the first white men to live in the area of Morgan County. The Fitzpatricks crossed the Apalachee River from Greene County and established the settlement of Buckhead.<sup>5</sup>

Over the years, the pioneers moved westward across the county. Much of the settlement of what is now Morgan County, was induced by the issuance of grants as bounty to those who fought in the Revolutionary War.

One such grant was made to Joseph Phillips in 1785 for 575 acres of land in what was then Washington County. The grant was signed by Governor Elbert on "the 13th day of December 1785, in the tenth year of independence."<sup>6</sup>

The influx of settlers had reached such a level by 1801, that a good size population had become established in the northern and eastern portions of what was to become Morgan County. Prior to this time, the Creek Indians, although repeatedly driven from their traditional lands, remained complacent and in general, friendly toward the intruder. An early account of the history of Morgan County described the activities of the settler who was "utterly unmindful of the fact that the lands belonged by right of long ages of inheritance and peaceful and undisturbed possession to the Indians." It states that,

Throughout the dark forest from the early morn to dewy eve was heard the woodman's ax and the loud crash of falling timber, and ever and anon the keen crack of the unerring rifle as it sent its message of death deep into the vitals of the timid deer with which the hardy hunter replenished his larder.<sup>7</sup>

The encroachments by the new settlers spread unabated and gradually, the Indian became aware of the losses in hunting grounds. His resentment grew as he watched the changes taking place. By the summer of 1801, the hatred for the newcomer had reached its peak and war erupted.

Forts and block houses were built by the settlers for protection and the United States Government sent troops under the command of General James Wilkinson. Headquarters were established on the west bank of the Oconee River, a few miles south of Milledgeville.

The war against the Creek was notable for the lack of military engagements as such. Most of the action was between small groups of Indians and white families. Captain Lewis Brantley and his family were massacred in one such incident on a site which is a few miles north of the City of Rutledge.

The only major conflict of the war took place along the Little River on the 19th day of January, 1802 when some settlers caught chief Toose-Hatche-Micco and his braves in their wigwams during a surprise attack. The Indians managed a savage defense, but were overwhelmed after the loss of thirty braves.<sup>8</sup> A settlement was made with the Creeks at Fort Wilkerson on the 16th day of June 1802.

The end of the war stimulated an additional influx of settlers to the area. In some cases, land was given in restitution for

damage suffered during Indian attacks. One such case was a grant of land in the "Sugar Creek" Community to Ruth Bidell, who had lost her husband during the war.<sup>9</sup> As the new lands gained through the Creek settlement were populated, the need for the organization of government and the administration of law became evident. Old counties encompassing large tracts of land were divided and subdivided.

Morgan County was created in this manner. The land was originally a part of Washington and Baldwin Counties. Washington County was divided and some of its land became Greene County. Eventually, this land, along with portions of Baldwin County were brought together to form Morgan County.<sup>10</sup>

The County was officially established on December 10th, 1807, and was the thirty-second such unit created in Georgia. Like many others in the state, the new county was named in honor of a Revolutionary War hero; General Daniel Morgan.<sup>11</sup> In 1815, a portion of Jasper County was transferred to Morgan County.

The seat of government for the new county was a small but prosperous settlement. A cool, clear spring provided water for the inhabitants and the nearby Indians. In 1809, the settlement was incorporated and named for the fourth President of the United States, James Madison, who had been instrumental in the settlement with the Creek Indians in 1802.

The first County officers were: Joseph White, Sheriff, John Nesbitt, Clerk Superior Court; Isham B. Fannin, Clerk of the Inferior Court; Daniel Sessions, Surveyor; and Miles Bibbs, Coroner.

The opening of the Georgia Railroad in December 1833 from Augusta to Athens was an important milestone for Morgan County and central Georgia. At first, Athens was to be the western end of the railroad, but the route was changed and Madison became the terminus with a branch running to Athens. By 1845, the tracks extended nine miles northwest of Madison to a turntable and coaling station where the trains were made up for their easterly journey to Augusta.

The War Between the States came to Rutledge on two occasions. In August 1864, Stoneman's Raiders rode through the area to Madison. Little if any damage was inflicted on the city.

On November 15, 1864, following the destruction of Atlanta, elements of Major General W. T. Sherman's forces moved southeast through rural Georgia on their March to the Sea. The left wing of this force, consisting of the 14th and 20th corps, moved through Decatur toward Madison. The 20th corps, commanded by Brig. General A. S. Williams U.S.A., entered Social Circle (7 miles N.W. of Rutledge), and began their assignment of destroying the Georgia Railroad from that point to Madison, a total distance of 16 miles.

On the 18th, the depot, water tank, several warehouses and other railroad facilities in Rutledge were put to the torch by the 28th Pennsylvania Veteran Volunteer Infantry. The 14th corps, under Major General H. W. Slocum U.S.A., entered Madison from the north. They were met by a group of citizens including Col. N. G. Foster, Major Weeds, Col. Joshua Hill and Mr. Cohen. Col. Hill had been a distinguished U.S. Senator and opposed secession. His pleas carried weight with the Federal troops and Madison was spared the torch.<sup>12</sup>

The Gay Nineties saw Morgan County at a peak of wealth and prosperity. Rutledge had experienced rapid growth as a result of the heavy use of the Georgia Railroad. Two large hotels had become established to handle the overnight passengers on the Atlanta-Augusta line. The Vining House (Hotel) had earned a reputation for its service and good food. The Royston House (Hotel) was an impressive two story structure with over twenty-five rooms and a large dining hall.<sup>13</sup> In addition to the hotels, the town boasted many boarding houses and bars.

When the boll weevil put a stop to progress in most of the south, Rutledge fell into a decline. The town was actually hurt in several ways. The cotton gins which had sprung up around the railroad town soon folded. The railroad reduced the number of freights through the city and began to cut the size of its maintenance and work crews.

Following a period of severe economic depression, the farmer began to make a comeback. Crops were diversified and dairying was introduced into the county. The people looked to their natural resources for a solution to the economic problem.

The story of Rutledge and Morgan County is not complete. Even today, the area is in a transitional phase. The factors which may well determine the future of the area are complex and interacting. The remaining portions of this study will touch upon some of them.

Rutledge was incorporated by act of the legislature on the 13th of December 1871. The General Assembly appointed Elijah Mosely, Mathew Reynolds, Benjamin Holdin, Joseph Stewart Rice and their successors, commissioners and "body corporate under the name and style of the Town Council of Rutledge." The charter further stipulated that elections were to be held on the 1st of January each year. Other provisions were concerned with voting eligibility, the administration of elections and the appointment of election officials. Section IV of the charter provided for the election of a chairman of council from the ranks of the councilmen. In addition, a clerk and a marshall were to be appointed each term. The council was empowered to pass ordinances concerning the regulation of liquor traffic, the suppression of gambling and the control of crime. The council was further directed to "pass all ordinances necessary to promote the interest of said town, not repugnant to the Constitution and laws of Georgia, and the Constitution of the United States."<sup>14</sup>

On August 26, 1872, the charter was amended providing the following changes: (1) the corporate limits of the town were expanded to include the area within a circle, one thousand yards in radius with the center at Fairplay and Madison Streets, (2) the town council was empowered to appoint a treasurer in addition to the clerk and the marshal, (3) the cost of liquor licenses was raised, (4) the road duty payment was increased, (5) the limit on fines and prison terms was extended, and (6) provisions were made for special elections to fill vacant council seats.<sup>15</sup>

Rutledge was given a mayor and council form of government on December 30, 1893. The new charter "empowered the mayor and council to levy a tax upon all the property in said town; to provide for the collection of such taxes; to regulate the sale of spirituous, malt, vinous and intoxicating liquors in said town and license the same; to provide penalties for violations of all ordinances of said town; to confer additional power upon the mayor and council of said town and for other purposes."<sup>16</sup>

The right to sell bonds was given the city on the 22nd of August, 1907. The town council was authorized to issue bonds, "not to exceed in amount the sum of ten thousand dollars, for the purpose of erecting in and for said town public school buildings." The issue required approval by a two-third vote of the qualified voters.<sup>17</sup>

The charter of Rutledge was rewritten again in 1909 and on August 1, 1929, it was amended to give the city the power to grant franchises to public utilities.<sup>18</sup> No substantial changes were made in the charter after that date.

The present municipal government of Rutledge includes the mayor, F. N. Haile, and four councilmen: W. C. Stanton, merchant; Ralph James, a contractor; Robb Gilbert, operator of a milk transport business; and W. D. O'Kelly, an executive of the Cannon Mills at Social Circle. In addition, the mayor and council appoint a city clerk and the police chief.

The city employs two policemen on twelve hour shifts to maintain twenty-four hour police protection. The policemen, Wade Wilbanks and Walter Astin, supply their own vehicles and are reimbursed on a monthly basis.

On occasions, assistance is requested and obtained from the Georgia Highway Patrol. During the last calendar year, the city made forty-five arrests for misdemeanors. No serious crimes against property or persons were reported during the year 1964.

In addition to police protection, the city provides for fire protection with a volunteer fire department. Rutledge owns one pumper and a modern station house. When asked, they respond to fires outside the city limits. In turn, they receive assistance from the Madison and Covington departments as well as from the Morgan-Walton Forestry Unit. The city has an underwriters rating of Class B.

The city also owns and operates a trash and garbage collection system. A city dump is maintained with help from the county. Businesses have their trash collected twice a week and in turn, pay a minimum of ten dollars a year. Residences are visited once a week and pay a minimum of five dollars a year. Charges are scaled according to the value of kitchen appliances for residences. Businesses are considered on an individual basis.

Rutledge is not equipped with a sewerage system. All residences and businesses maintain their own septic tanks. The city is supplied with natural gas. This is due in part to the nearby gas truck line which originates in Texas.

The City of Rutledge owns and operates the water system. Water is supplied from two deep wells through an eight inch main and six inch laterals. A 64,000 gallon reservoir maintains constant pressure on the gravity flow system. The water is treated with chlorine prior to distribution.

The water system was built with aid from the Public Works Administration in 1937 at a cost of \$13,500. Residents are charged at

the rate of \$2.50 for the first three thousand gallons, twenty cents a thousand up to five thousand gallons and fifteen cents for each additional thousand. The system provides the largest source of revenue for the city.

City roads are built and maintained by private contracts. Morgan County provides some assistance in paving projects. Rutledge employs two men for maintenance of roadside areas and for the public parks.

To pay expenses, the City of Rutledge relies on three basic sources of income. Property is taxed at the rate of ten mils per thousand, the legal limit under the existing charter. In order to bring in a sufficient income, property is assessed at fifty per cent of real value. The city experiences difficulties with this system because the county makes assessments at a much lower rate, but charges fifty-four mils. The former mayor, James Hollis, believes that the city and county tax systems should be assessed uniformly to avoid confusion in dealing with the public. The city evaluates property once each year.

A second source of revenue for the city comes from the trash and garbage collection. The largest source of income is from the water works. With very little maintenance and capital improvements, the system turns over a large surplus to the general fund each year. Approximately forty per cent of the city expenses are paid for in this manner. In the past, all capital expenditures have been paid for by the water works. At the present, the city has only one outstanding debt, a \$500 bond. The bonding limit as set by the charter is \$35,000.

On June 10, 1957, the City of Rutledge entered into the House and Home Financing Agency program. Particular interest was placed on the participation by the city in the Public Housing Agency program for low cost housing. The city contracted with the firm of Sydney Carter, AIP, of Augusta, Georgia, to draw up a "Workable Program" for civic improvement. By 1960, the city had met all requirements as outlined by the federal agency and construction on sixteen low cost housing units was initiated.

Several improvements were made in municipal government as required by the Public Housing program. The city adopted building, housing plumbing and electrical codes.

A basic zoning code was also adopted with implementation to be handled through the issuance of building permits. Provisions were made for the mayor and council to meet in special sessions to act on appeals.

In addition to the officials of their municipal government, the people of Rutledge help elect the following county officers:

ordinary, clerk of the superior court, sheriff, tax receiver, tax collector, treasurer, coroner, county superintendent of schools and five county commissioners.

Rutledge looks to the county for health and welfare services. The Morgan County Department of Family and Children Services is located in new facilities adjacent to the county courthouse. The department has a staff of three case workers under Mrs. Louise B. Bray, the Director. Assistance is given under five programs: (1) old age assistance, (2) aid to the blind, (3) aid to the permanently and totally disabled, (4) aid to families with dependent children, and (5) medical care for recipients of adult programs. The Morgan County Health Center is also located in new facilities in Madison. The center works closely with the Department of Family and Children Services and the Public Health Service.

#### The People

Most of the early settlers of Rutledge came from Virginia and South Carolina. Other families migrated a short distance from the nearby communities of Centennial, Fairplay, Wellington and Rehobeth. A tradition of well maintained homes and grounds might well have been transplanted from the eastern colonies.

As is often the case, the prominent families of the past are the leading families of today. Several cases in point are worth mentioning. The Ponder family was instrumental in the development of Rutledge. Mr. P. H. Ponder was mayor of the city several decades ago. His grandfather, Stallings, owned thousands of acres of land between Fairplay and Rutledge. His son is the publisher of the "Madisonian", the only newspaper in the county. Other members of the family are equally eminent.

The Wallace family originally migrated from South Carolina to settle near Rutledge. Mr. William Pearce Wallace organized the Bank of Rutledge and the First National Bank of Madison. He further extended his interest to include fifteen financial institutions. In addition, he represented his county in the General Assembly in 1894 and 1895. The family still owns the two local banks and several members are prominent in other business firms. One member of the family is the editor of the "Madisonian".

Population figures from the census reports show that Morgan County decreased in size from 11,899 in 1950 to 10,280 in 1960, a loss of 13.6%. The City of Rutledge showed a slight decline from 482 citizens in 1950 to 478 in 1960.<sup>19</sup> This represents a loss in population of less than 1%. The census figures for 1940 indicate that the city lost 7% of its citizens between 1940 and 1950. It is interesting

to note that the number of births in Morgan County in 1960 was 256 while only 87 deaths were recorded. The average number of children per family was 3.38 for the same year.<sup>20</sup>

Many of the reasons for the population loss can be attributed to changes in economic and agricultural practices. Certainly, the migration from rural to urban communities accounts for a portion of the decline. Many of the citizens of Rutledge, including the former mayor, James Hollis, believe that the movement of workers from the agricultural areas to the large urban centers is about over. They feel that the rural population should begin to level off. The citizens of Rutledge realize that they are losing the young people to locations where opportunities are brighter, but they also point out that Rutledge is expanding its economic base and that job potential is on the increase.

#### Business and Economics

The economy of Rutledge, Georgia, is based on the following economic subsystems: agriculture, tourism, manufacturing, forestry and services. The city and its surrounding environs have a well diversified economic base, but this was not always the case.

Prior to the invasion of the boll weevil, the area was almost entirely dependent on cotton and its processing. With the loss of cotton as a major crop, the farmer resorted to other areas of production. At first, he tried to grow row crops. Cotton had depleted the soil of its richness and its friability and the farmer met with failure. His land was poor and often eroded to the extent that it had to be abandoned. While improvements in fertilization methods and in farming practices helped to relieve the situation, the individual farmer soon learned that he could not compete with the more productive farm land across the country.

While climate and ecology ruled out some traditional crops, it also dictated certain natural uses of the land. The federal and state governments through the Agricultural Extension Service and other governmental organizations, encouraged the farmer to put his land into pine trees and grass. The logic of these recommendations has been borne out. The region is now a leader in lumber and pulpwood production. The growth of the dairying and beef cattle industries has been equally successful. Morgan County now leads all other Georgia counties in numbers of dairy cows and whole milk sales.<sup>21</sup>

Over four-fifths of Morgan County is under cultivation. Half of this land is in shortleaf and loblolly pine. Of the other half, one-fourth is in grass for dairying and the production of beef cattle and one-fourth is devoted to harvested crops. The significant statistic is that only two-fifths of the harvested cropland is planted in cotton. This represents a complete reversal of earlier agricultural practices.<sup>22</sup>

In addition to an improving agricultural economy, the Rutledge area can look to a bright future in manufacturing. The availability of railroad facilities has not drawn in industrial or manufacturing concerns as might be expected. But two long-time resident firms are growing. The Duncannon-Rutledge Sportswear Company, a garment plant, has increased both its facilities and its employment within recent years. The plant employs sixty-five persons at the present time. The manager, Manuel Silva stated that the firm has established an on-the-job training program for machine operators. The plant began the first phase of this program in 1964, with a group of twenty colored women. Additional groups of trainees will be hired as they are needed.

An interesting footnote to this situation is that heretofore all employees were white. The hiring of colored women might have aroused more than just interest from the local folk, but to date no incidents have occurred. The company has provided completely segregated facilities for the two groups of employees which may account for the lack of public opposition. It is also interesting to note that Mr. Silva is a native of New York.

The Rutledge Waste Products Plant is a smaller operation, with ten employees on the payroll. The firm buys waste products and converts the material into insulation, packing, stuffing and padding.

In addition to agriculture, forestry and manufacturing, the city receives support from tourism. Hard Labor Creek State Park draws tourists and others in quest of recreation facilities through the city. Estimates by merchants indicate that this trade may represent as much as twenty-five per cent of their business. The park employs ten men on a full time basis plus an additional five men for seasonal periods.

Services account for the remaining economic support. The following is a list of the business concerns and governmental functions with the number of persons employed: the Bank of Rutledge, five; Joel T. Mitchell, General Merchandise, two; Bullock's Pure Oil Station, two; Brewer's Gulf Oil Station, two; Astin's Standard Oil Station, two; Rutledge Hardware Company, two; City Soda Fountain, one; Stapp's Grocery, four; Hollis Contractor and Supply, two; James Hollis, cotton broker, three; Day Davis, antique dealer, one; Elizabeth's Beauty Shop, one; barber shop, one; Morgan County Board of Education, five; City of Rutledge, four, federal government, two and a half.

Consumer services to be found in Rutledge are somewhat limited. While most daily needs can be satisfied in town, more unusual purchases must be made in nearby areas. The new Belevedere Shopping Center in Atlanta seems to be the favorite shopping point for the women of town.

Medical and dental services must be obtained in surrounding towns. The City of Rutledge lost its pharmacist when he moved to

Watkinsville, Georgia, in 1960. An arrangement with one of the city councilmen, William D. O'Kelly, who commutes each day to Social Circle, makes it possible for the people of Rutledge to obtain medicines. Ambulance services are available in Madison, the site of the Morgan County Hospital.

#### Education and Public Information

Consolidation has had direct effects on Rutledge. The high school was removed from the town a number of years ago in favor of a county-wide school. The elementary school might be serving its last year in Rutledge, when it too will be consolidated.

The reasoning behind school consolidation is not questioned by most parents and certainly not by the students, but town-folk feel that this is an infringement on their rights and a real loss to the town. They felt the same way when the high school moved. Their attitude toward that situation has changed completely in the last few years and it is felt that a few years from now, they will see this issue in better perspective as well.

The Morgan County High School is looked upon with pride. Particularly, since the school has performed well in athletics. The football team won the Class "B" championship a few years after consolidation and this helped to bring the towns of the county together.

Academically, the school is in excellent standing. It is accredited by both the State Department of Education and the Southern Association of Secondary Schools. The school has 21 teachers for the 471 students, or a ratio of 22.4 students for each teacher. The principal of Morgan County High School is Thomas H. Riden.

Like many Georgia communities and metropolitan areas the Morgan County School System is facing some difficult problems. Although there are only 471 students in the grades of eight to twelve, there are 2,060 children in grades one through seven. In other words, by the year 1971, the high school enrollment for the county is expected to more than triple. This growth factor will be even greater for the elementary grades. Superintendent Doyle L. Huff is looking to the state for capital improvement funds to relieve the situation.

Mr. Byron M. Fitzgerald is the principal of Rutledge Elementary School. He is also the instructor for the seventh grade. There are four other teachers for the school: Mrs. Emily Hawk, grade one; Mrs. Day Davis, grades two and three; Mrs. Mary Adair, grades four and five; and Mrs. Ophelia Malcom, grade six. Rutledge Elementary school has 121 students under the five teachers, a ratio of 24 students for each teacher.

One good reason why the citizens of Rutledge are unhappy about the loss of their school is that it means that they will also lose their library. The library facility was actually built for the high school, but was converted to public use when the schools were consolidated.

The Morgan County Board of Education does furnish library facilities in Madison for the tri-county area. The Uncle Remus Regional Library also sponsors a bookmobile which makes its rounds about once every two weeks. The average education level of the Morgan County resident is 7.8 years.

Morgan County has one newspaper, the "Madisonian", a weekly published in Madison. The paper makes a conscientious effort to include news from throughout the county and features a social column from each town. The county also has a radio station, WYTH located in Madison. In addition to these media, the citizens of Rutledge are able to receive newspapers and radio-TV programs from Athens and Atlanta.

#### Religious Systems

The people of Rutledge consider the town a church-going community. Mrs. Day Davis, a third grade teacher, pointed out, "How often can you find a town the size of this one with four churches?" The census figures as to the number of churches per hundred population, etc., were not available, but it does seem that Rutledge is well blessed in this respect.

The town supports two Methodist Churches and two Baptist Churches, one each for white and non-white members. These four churches account for most of the protestants in town, however, there are a few members of the Christian and Presbyterian faiths who commute to nearby towns on Sunday.

The white Methodist and Baptist churches have one full-time minister each. The Baptist congregation has been under the leadership of the Reverend Meir since August 1964. The new Methodist parsonage, which was completed in November 1960, is occupied by a young graduate of the University of Georgia, Mr. Jack Gillespie. The two Negro churches do not have full-time ministers, but have members who share the duties.

In addition to the normal Sunday activities of the church, the Rutledge churches sponsor recreational and social activities. The Baptists have two youth groups which meet on Sunday evenings and occasionally during the week. The Sunbeams are for children from three to six years of age. Girls of ages seven to eleven are organized into a group called the Girls Auxiliary or GA's. The Methodist church

relies on the Methodist Youth Fellowship or MYF to carry out their youth program. The young peoples' programs account for most of the organized activities for pre-teens and teen-agers.

### Recreation

Rutledge is fortunate in having as its neighbor to the north, Hard Labor Creek State Park. This is the largest state park in Northeast Georgia. Originally developed as a recreation demonstration area by the National Park Service during the depression, the park was turned over to the state in 1946. The park, under the supervision of Mr. Dodson Carter, offers a variety of recreational opportunities to the visitor including swimming, over-night camping, hiking, fishing, boating and group camping. In addition, large picnic and outdoor cooking facilities are available for day use.

The park is located less than two miles from Rutledge on north Fairplay Street. The proximity of the park accounts for only part of its importance. In addition to providing the city with its main source of playgrounds and recreational facilities, the park also constitutes substantial support to the town's economy. Hard Labor Creek State Park has ten full-time employees plus an additional five seasonal employees. Residences are provided for four of the families within park grounds. The other six families live in Rutledge or in nearby areas. In most instances, the five seasonal employees are hired from Rutledge when the labor is available, otherwise, they are secured from other parts of the county.

Tourist find their way to Hard Labor Creek State Park by the thousands. In a single month (July 1963), 29,820 people used the park's facilities. Of this number, 5,744 stayed overnight.<sup>23</sup> The income brought in by tourists accounts for a substantial portion of Rutledge's economy.

In relation to the family, the park offers sites for group get-togethers, family reunions and barbecues. The large group-camp facilities are ideal for the use of educational and religious retreats, revivals and camp meetings.

In addition to the state park, Rutledge has two public recreation facilities which play an important part in social relationships. In the center of town, the city maintains a small park with childrens' play equipment. The park was donated to the people of Rutledge by Mrs. J. A. Nolan (deceased). The second facility adjoins the Nolan home and features a log cabin which is used by civic organizations. The gymnasium of the elementary school (at one time the high school) provides a large hall for community functions.

Observations

It is appropriate at this point in the study to make some guarded observations concerning the position Rutledge may have in the future, relative to its present role in the county and state. Justification for making predictions of this nature is based on the need for a foundation, however limited, upon which plans can be formulated. Many of the recommendations for civic improvement and development made in this study depend on the logic of this reasoning.

Forecasting population growth or decline in and around Rutledge demands the greatest amount of prognostication. The census reports for the last two periods indicate a possible reduction in population loss. A trend in this respect will not be noticeable until after the next census report. The recent construction of several homes within the city limits would lead the observer to conclude that at least the Rutledge population is increasing, but this may be at the expense of the Rutledge census area, or that part of the surrounding countryside which supports the city.

The growth of Rutledge's industry, particularly the Rutledge Sportswear Company, at the present is not affecting the size of the city's population. Almost all of the work force involved in this enterprise travels to and from the city each day from nearby areas, primarily from Madison. Unless more of these people decide for one reason or another to move into Rutledge, the city will receive only a small part of the benefit of having such an industry. In this respect, the civic improvement program to be outlined in the succeeding chapters may influence migration by these workers to Rutledge.

Other possibilities of population growth should not be overlooked. The new Interstate 20, which is being constructed a scant six miles south of the city limits, will have an interchange for traffic moving north to the city and on to Hard Labor Creek State Park. If past developments can be used as a solid basis for prediction, services and possibly industry will crop up along the feeder road near the interchange. The possibility of Rutledge benefiting from this type of growth would to a large degree depend on its ability to attract new residents and to compete with the service centers of Covington and Madison.

The effect of Interstate 20 on the people of central Georgia will be in essence to make the state smaller. Driving time between the many small towns and cities along this route and the metropolitan

area of Atlanta will be drastically reduced. It is logical to assume that the ranks of the commuter armies will expand as a result. Whether this will effect Rutledge, which is forty miles from Atlanta, would be difficult to say.

The opening of Interstate 20 is looked on in some quarters as a negative change. Some of the businessmen who rely on tourist trade and road traffic see the new road system as an economic threat and menace. Rutledge, however, should not be affected by the loss of vehicular traffic since the main business district was by-passed many years ago with the construction of U. S. Highway 278 - Georgia 12.

The possibility of Atlanta developing a high speed rail system for transportation between the downtown area and its suburbs and dormitory towns has improved in recent months. The birth of the rapid-transit system in the metropolitan area and four of the five surrounding counties could be the beginning of an extensive rail network which, using existing tracks, could connect an area two hundred or more miles in diameter. At the present rate of population expansion, plus the continued movement to large urban centers, it is not inconceivable that at a time in the future Rutledge might become a residential haven for Atlanta commuters.

As population grows and urban areas become congested, the needs of the population for recreation and open space become more acute. Studies made of the national and state park system indicate accelerated usage of the facilities at an alarming rate. Hard Labor Creek State Park has felt this surge in attendance. In order to meet the increasing demands of the public, large scale expansion plans have been adopted and are being carried out. The park is, at present, doubling the capacity of its camping facilities. New trailer sites are being installed as well. Construction of an amphitheater is slated for the near future and preliminary studies have been made for an eighteen hole golf course.

The effect of this growing facility on Rutledge will be direct. Campers require supplies and since Rutledge is a short distance to the south, the trade will probably go to the town. The attraction of a golf course will bring weekend sportsmen from Atlanta and other nearby cities. Overnight accommodation requirements might make motel or lodge units feasible and profitable. Associated services and residential requirements would increase the economic base of Rutledge.

A Survey of Existing Conditions

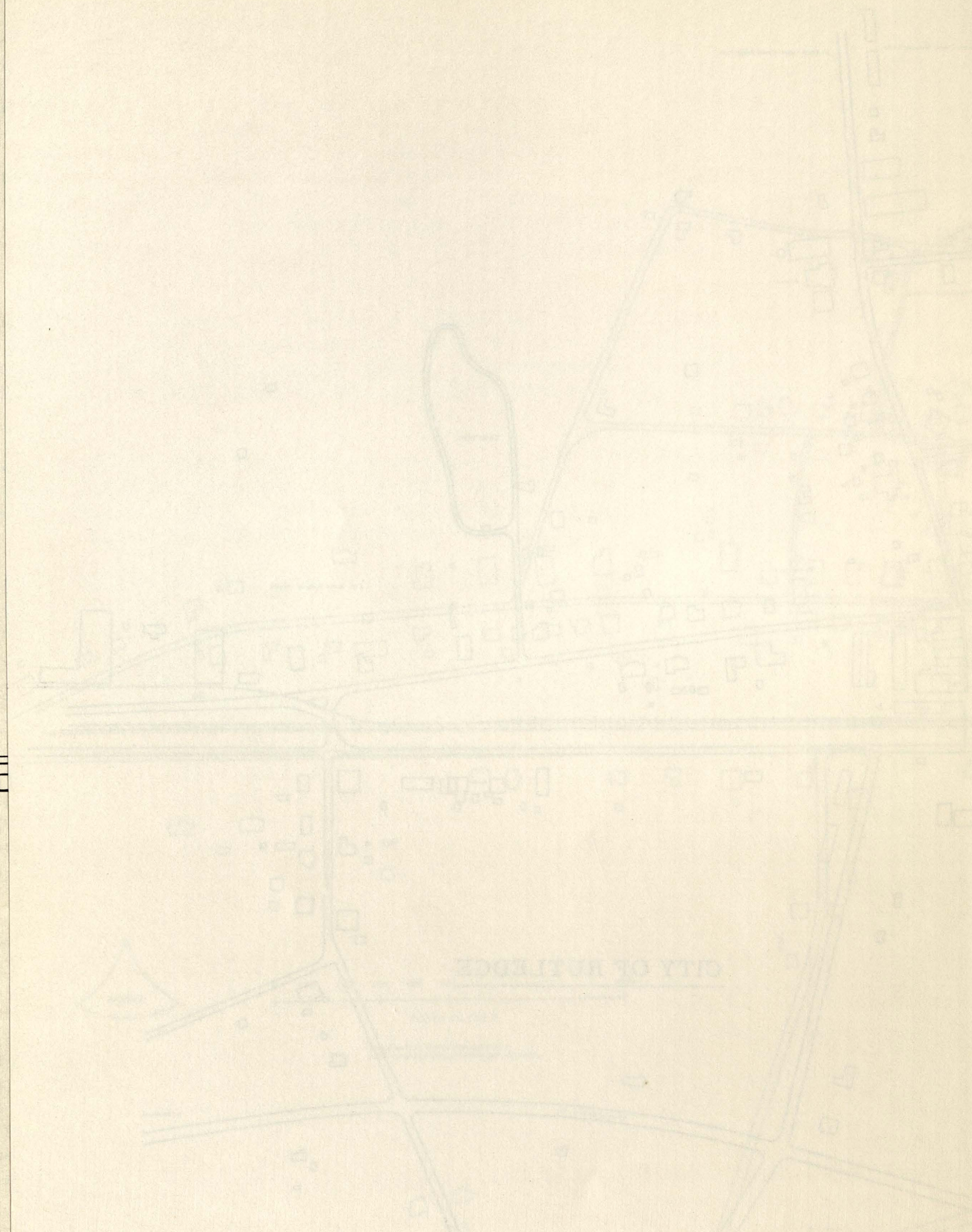
The old saying that "first impressions are the most important," applies to towns and cities just as much as it does to people. While the image of a town may change with greater familiarity, those first minutes of acquaintanceship are important. For many visitors, their first meeting with the City of Rutledge will be their last one. This may be due to the nature of their visit, or it might possibly be a consequence of their experiences during their stay.

The people of Rutledge can do a great deal to encourage people to come back and that when they do return, to make their visits enjoyable.

Most visitors to Rutledge are people who are interested in the recreational facilities at Hard Labor Creek State Park. A look at some statistics indicates that on a hot summer day, 2500 people may enter the park. Sixteen per cent of these people will be from out-of-state.<sup>24</sup> A reasonable assumption is that almost all of these people will travel through the City of Rutledge on their way to the Park, since the other routes are obscure and infrequently used.

What the visitor sees as he drives through Rutledge and ultimately, the image of the city that is held by the public is the subject of this study. Therefore, the logical path to follow in a survey and analysis of Rutledge is that which the visitor follows.

A sign reads, "The City of Rutledge," but with the exception of two service stations and an old farmhouse, there is no city. U. S. Highway 278 - Georgia 12 curves to the left slightly, as the visitor approaches the intersection. There is no sign to tell him that to the right is Fairplay Street, the main street of Rutledge. In fact, there is little to tell him that there is more to the town than what he sees. Across the intersection, the familiar type of redwood sign points to the right and proclaims, "Hard Labor Creek State Park." While making the right turn, the driver notes the vast quantities of beer cans and debris along the roadside. A glance across at the Gulf Service Station and the driver assures himself that it is just another gas station with the usual display of brilliant colored signs, oil barrels, worn-out tires and old vintage cars. The sun is hot and the air humid. The nearest shade tree is a hundred yards distant.



Survey of Existing Conditions

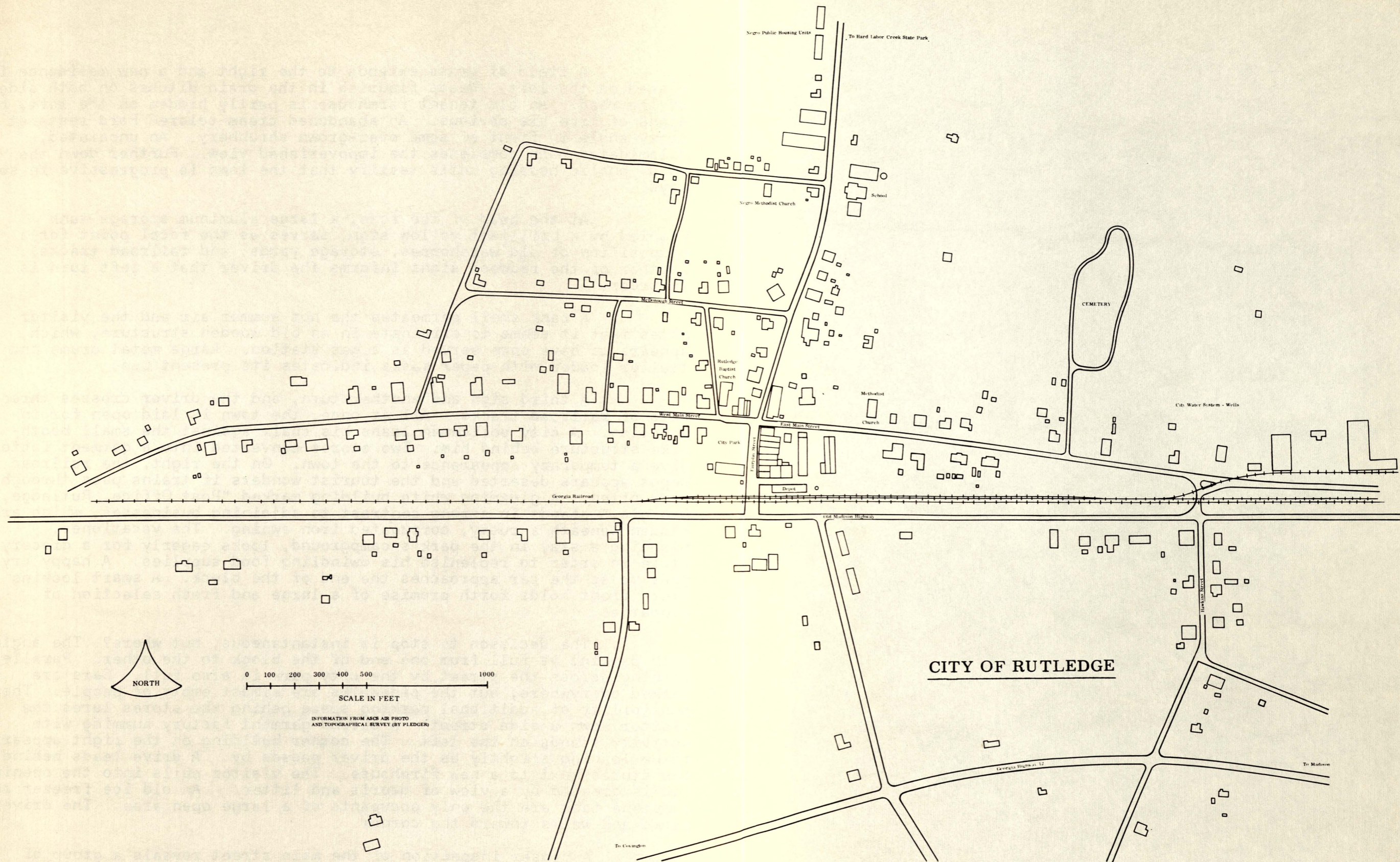
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people who are interested in Labor Creek State Park. A look on a hot summer day, 2500 people enter the park. For many of these people, this is almost all of their trip, as they are on their way to the Park, which is infrequently used.

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Rutledge," but with the exception of a house, there is no city. U. S. Highway 12 is left slightly, as the visitor has no sign to tell him that to the west of Rutledge. In fact, there is more to the town than what he might expect. A familiar type of redwood sign for Labor Creek State Park." The notes note the vast quantities of signs. A glance across at the Gulf of Mexico himself that it is just another brilliant colored sign, oil signs, cars. The sun is hot and the hundred yards distant.



A field of grass extends to the right and a new residence is passed on the left. Weeds flourish in the drain ditches on both sides of the road. An old tenant farmhouse is partly hidden on the left, but signs of life are obvious. An abandoned cream-colored Ford rests at a crazy angle in front of some over-grown shrubbery. An unpainted, dilapidated barn completes the impoverished view. Further down the road, public housing units testify that the town is progressive in some ways.

At the head of the road, a large aluminum storage tank flanked by a brilliant yellow sign, serves as the focal point for a composition of old warehouses, storage yards, and railroad tracks. Another of the redwood signs informs the driver that a left turn is in order.

A rank smell permeates the hot summer air and the visitor notes that it seems to originate in an old wooden structure, which appears to have once served as a gas station. Large metal drums and a trailer loaded with paper sacks indicates its present use.

A third sign and another turn, and the driver crosses three sets of railroad tracks. All at once, the town is laid open for inspection. A city policeman leans his chair against the small booth-like structure behind him. Two stores converted into a garment factory give a temporary appearance to the town. On the right, the railroad depot appears deserted and the tourist wonders if trains pass through very often. A gleaming white building marked "Post Office, Rutledge, Georgia," stands in strong contrast to adjoining businesses, which are hidden beneath a rusty, corrugated iron awning. The vacationer, planning a stay in the park's campground, looks eagerly for a grocery store in order to replenish his dwindling food supplies. A happy cry goes up as the car approaches the end of the block. A smart looking store front holds forth promise of a large and fresh selection of groceries.

The decision to stop is instantaneous, but where? The angled curb parking is full from one end of the block to the other. Parallel parking across the street by the city park is also full. Cars are parked everywhere, but the sidewalks are almost empty of people. The possibility of additional parking space behind the stores lures the visitor down a side street. A second garment factory humming with activity stands on the left. The corner building on the right appears to be leaning slightly as the driver passes by. A drive leads behind the stores next to a new firehouse. The visitor pulls into the opening and is greeted by a view of debris and litter. An old ice freezer and a butane tank are the only occupants of a large open area. The driver parks and walks toward the corner.

A closer inspection of the main street reveals a group of elderly men, huddled beneath the canopy of an old and tired mulberry

On the right and a new residence is the drain ditches on both sides partly hidden on the left, but a cream-colored Ford rests at a shrubbery. An unpainted, shed view. Further down the the town is progressive in some

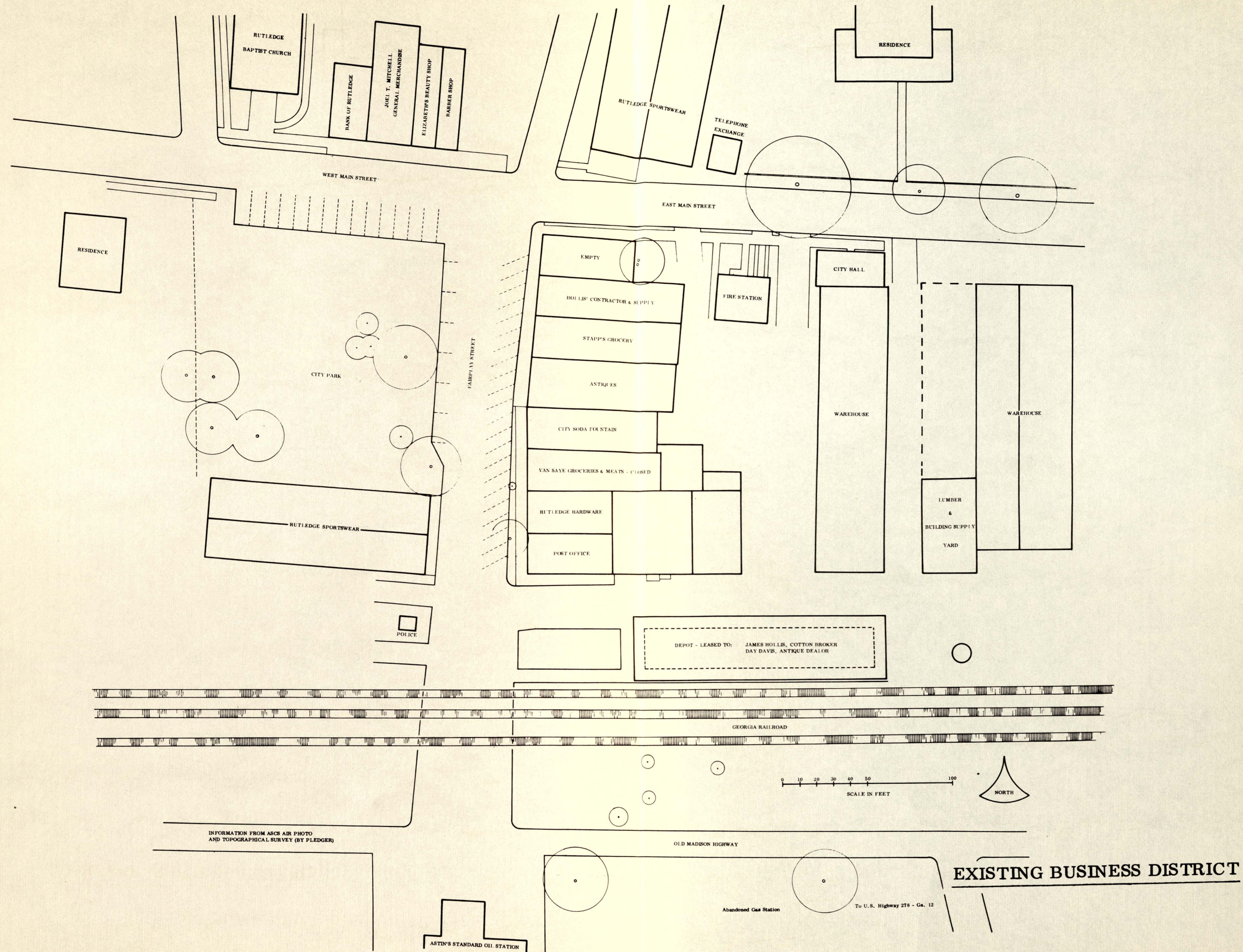
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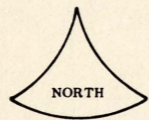
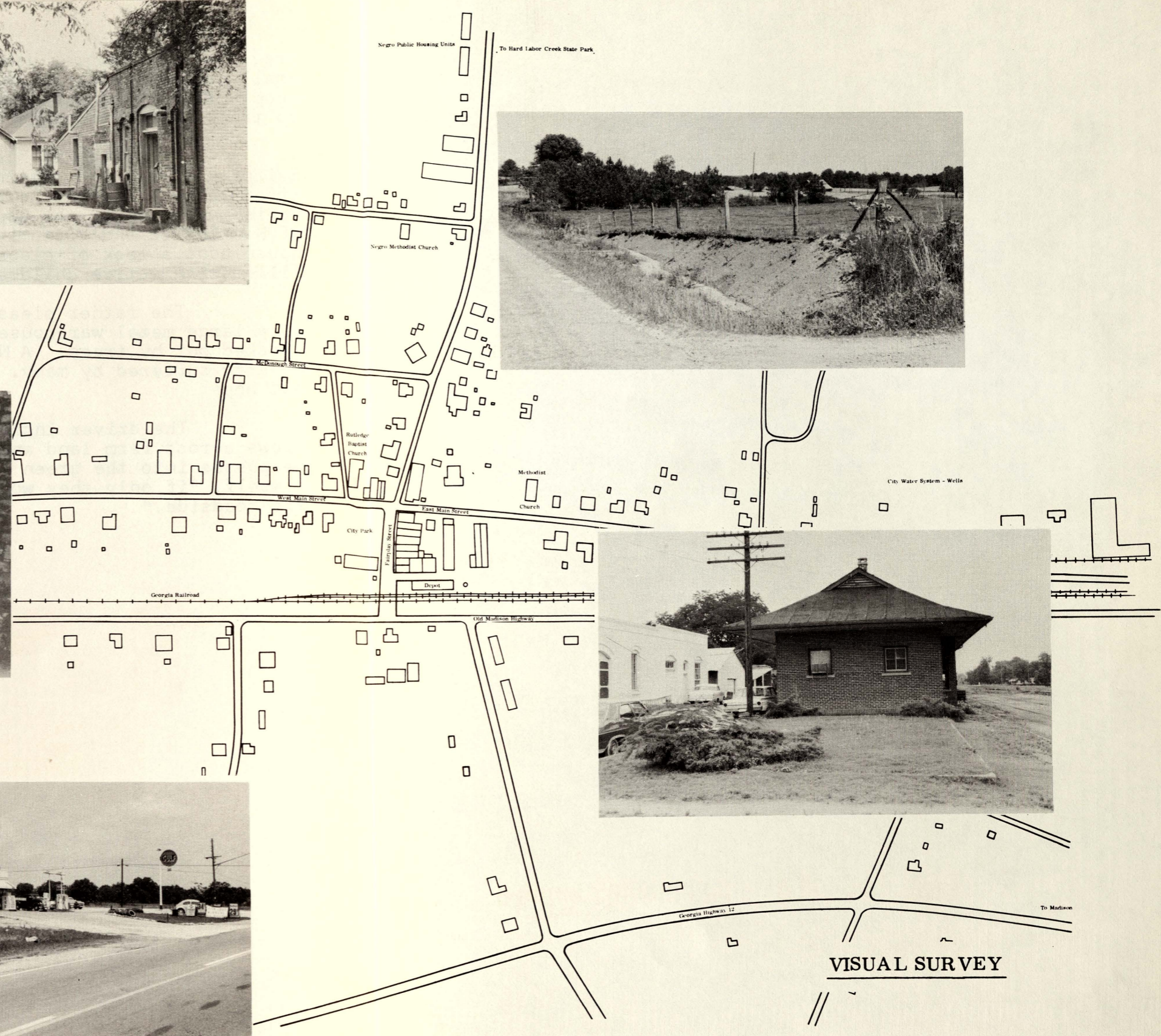
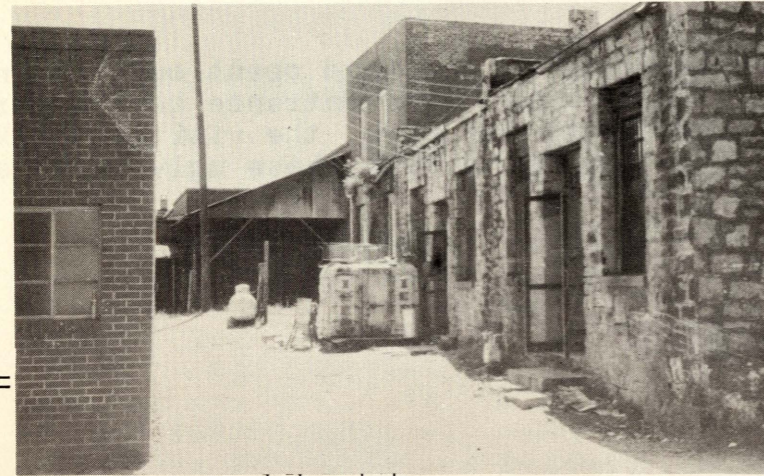
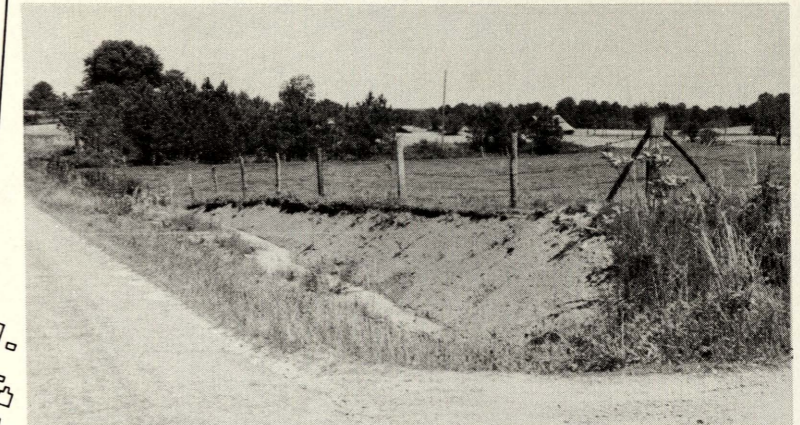
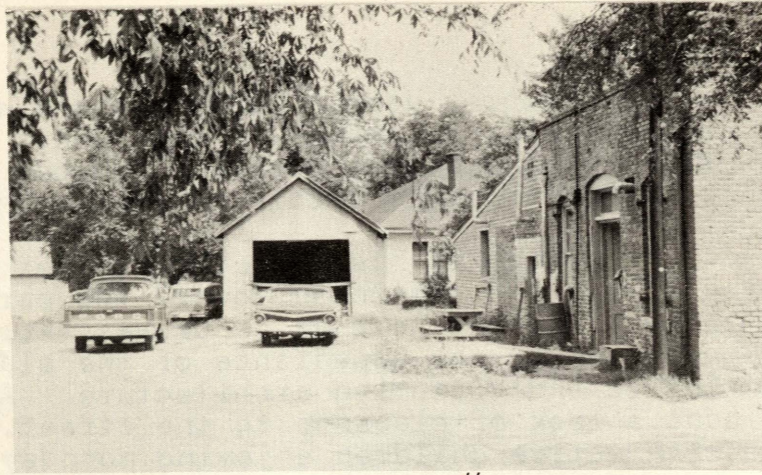
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**VISUAL SURVEY**

tree. Several stores appear padlocked and empty. Across the street small children play on swings in the park. Noon brings a stream of people from the garment factories. Lunches appear from cars and pick-up trucks as the workers settle on chairs and benches.

Returning to his car, the visitor makes his way back to Fairplay Street and continues toward the park. Large shade trees offer relief from the heat as he drives through a residential area. He is impressed by the appearance of the old stately houses, a mixture of Neo-Gothic and Victorian architecture. An occasional Greek-Revival house adds a look of elegance to the street.<sup>25</sup> A school ground is filled with active children enjoying noonday recess.

The rather pleasant neighborhood ends with the appearance of a large metal warehouse and the reappearance of the sun, no longer blocked out by trees. A Negro dwelling reminds the visitor of the poverty suffered by many. A group of Negro Public Housing units spells out hope.

The driver increases speed as the road opens out. Scenic views across farm land and meadows herald the entrance to the park. As he passes into the green sanctuary of the Park, the visitor thinks to himself, "if only they would do something with those ugly banks along the roadside."

Improvement and Development

An awareness of Rutledge's deficiencies and shortcomings exists. Most of the townpeople have definite feelings as to the need for improvements and changes. The question then is not whether something should be done, but one of "what do we need?" This section of the study is devoted to answering this question.

An analysis of Rutledge's problems should begin with the city limits, where the town begins. Rutledge experienced the phenomenon of being by-passed long before the term "by-pass" reached popular usage. U.S. Highway 278 - Georgia 12, was built to pass north of the mile south of the business district. With the exception of two gasoline stations the town has remained in its original location. Some traffic most of it local in origin, continues to move on the old Madison Highway.

Entrance to City

While the city limits have been extended to encompass the area adjacent to the highway, there is little to visually connect these open fields with the image of a built-up urban area. The plate which follows this page, shows how this problem might be handled. The intersection of Fairplay Street and Highway 278-12 is intersected with the business district by an alley of trees (Quercus sp.). As the motorist approaches this intersection from either Govington or Madison, he will be aware of this connection and prepared for it by the extension of these same street trees along the sides of the highway. Two stone, nestled in groups of evergreen and deciduous trees (Prunus caroliniana, Cornus florida, Quercus alba and Castanopsis pauciflora) will leave no doubt as to the name of the town in the distance. The character of Rutledge will be established at this intersection by the trees, the signs, and the general appearance of the landscape.

The business district will be judged to some degree by what the visitor sees and experiences as he drives past the two service stations. If the buildings are well maintained, the grounds clean and neat and well landscaped, he will assume that the rest of Rutledge will be the same way.

The plan of the intersection at the entrance to the city, shows a scheme for improving the appearance of Brewer's Oil Station. Curbing delineates the paved area and helps to discourage haphazard parking. A storage area is provided in back and to the side of the

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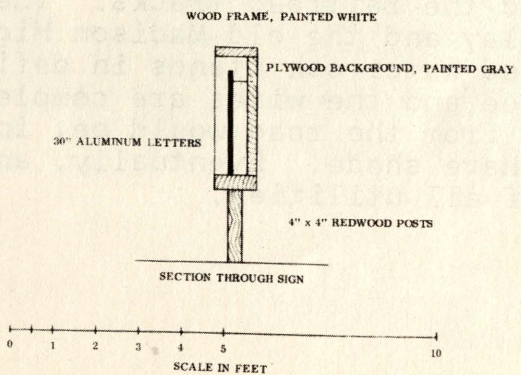
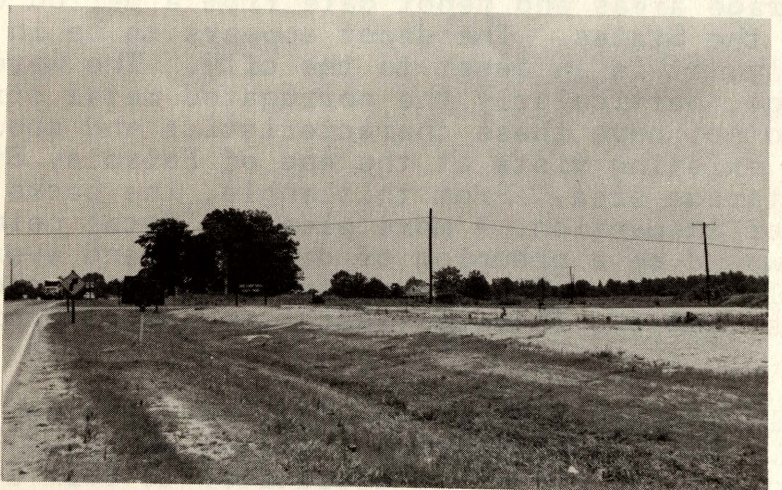
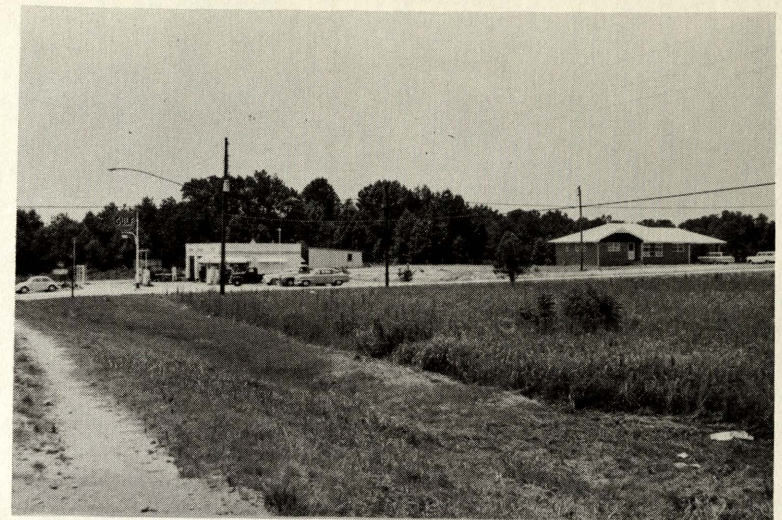
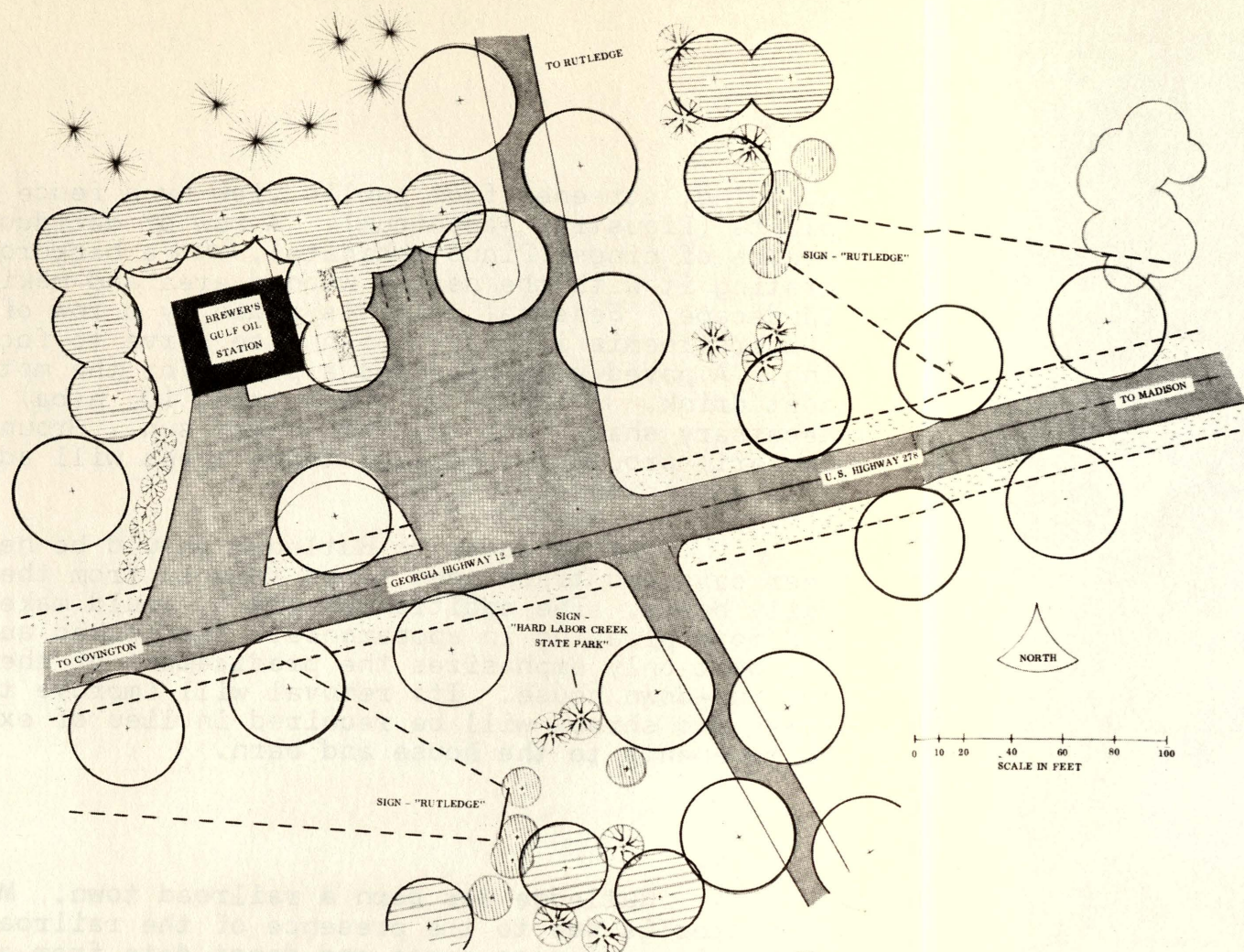
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ENTRANCE TO CITY

building, screened from public view by a fence and a hedge of evergreen plants (*Ligustrum japonicum*). A row of deciduous trees (*Q. alba*) and groups of pines (*Pinus echinata*), form a backdrop for the station, integrating it with the nearby wooded area and making it a part of the landscape. Seasonal color is added by a row of small flowering trees (*Lagerstroemia indica*), which also serve to focus the eye on the building. A paved area provides a place for the motorist to stop for a soft drink. A canopy of shade trees (*Q. alba*) will provide the necessary shade from the hot summer sun. Ground cover (*Liriope muscari*) around the base of these trees will add an effect of coolness and texture.

The approach to Rutledge should be neat and well maintained. Beer cans and trash need to be removed from the sides of the road on a daily basis. The addition of gravel would make the shoulders safer and more pleasing in appearance. The junked auto in the field to the west only emphasizes the predicament of the Negro family living in the run-down house. Its removal will improve the view. A screen of trees and shrubs will be required in lieu of extensive repairs and improvements to the house and barn.

#### Business District

Rutledge was born a railroad town. Much of the city's present character is due to the presence of the railroad. The warehouse facilities, storage areas and depot date from a period of time following the War Between the States. The depot appears to be in good condition and aesthetically, it is an asset to the city. The warehouses and storage buildings, particularly the corrugated metal structure in back of City Hall, do not have these characteristics and should be screened from view. The existing vista at the end of Fairplay Street is that of the warehouse storage area. From this angle, the backs of the structures are presented for inspection. A more pleasing focal point than that of a storage tank would be a grouping of deciduous and evergreen trees. The plate entitled "Master Plan, Business District," shows a thick grouping of oaks (*Quercus falcata*), Carolina Laurel Cherry and Crepe-myrtle.

The old Madison Highway would be more pleasant with large street trees (*Q. falcata*) to provide a canopy of shade. The same plant material used to end the vista, is designated to form a partial screen between the road and the railroad tracks. The southwest corner of the intersection (Fairplay and the old Madison Highway) needs special attention. A scarred water oak stands in defiance of man's growing wirescapes. The tree and the wires are completely incompatible. To move the trees away from the road would be, in effect, a surrender of the basic right to have shade. Eventually, an aroused public will demand the burial of all utilities.

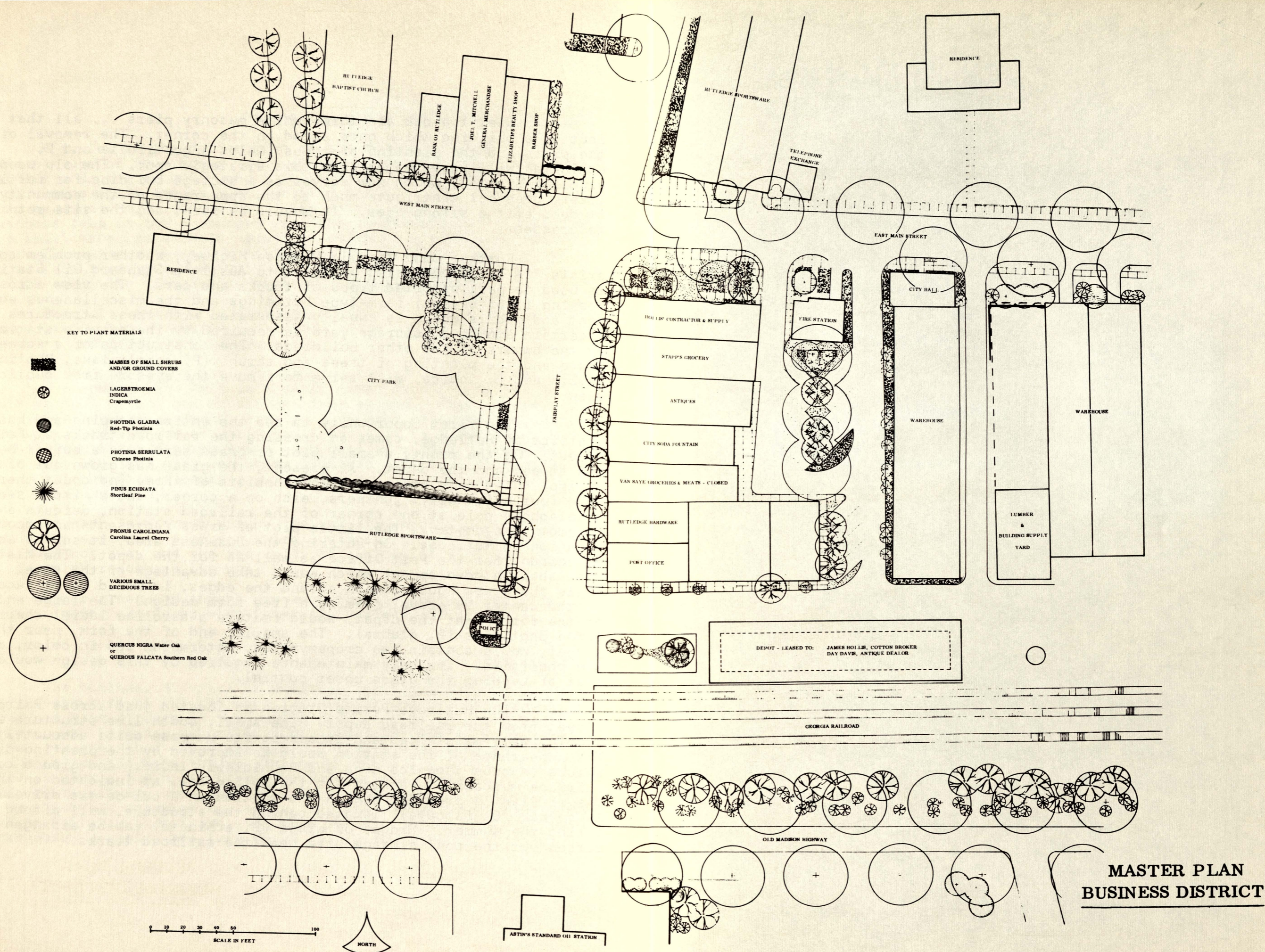
a fence and a hedge of evergreen deciduous trees (*Q. alba*) and backdrop for the station, intended making it a part of the a row of small flowering trees to focus the eye on the building the motorist to stop for a (*Q. alba*) will provide the Ground cover (*Liriope*) will add an effect of cool-

ould be neat and well maintained. From the sides of the road on a could make the shoulders safer parked auto in the field to t of the Negro family living in improve the view. A screen of u of extensive repairs and

### Business District

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Near the oak are three white masonry piers ... all that is left of a building which once stood on the corner. The removal of the piers and the planting of trees (*Malus angustifolia* and *P. echinata*) will serve to enhance this strategic spot. The old wooden gasoline station, which now serves as a storage building for fertilizer, does not contribute much to the appearance of the community and it does emit a strong odor. It should be razed and the site returned to grasses.

Further down the Old Madison Highway, another problem spot exists. A large open area adjacent to Austin's Standard Oil Station is used to park assorted types of trucks and cars. The view across the opening is of several farm-type buildings and the miscellaneous equipment and debris which is usually associated with these structures. A certain amount of storage yard is required by the service station and by the owners of the other buildings. The construction of a screening fence and the planting of trees and shrubs (*P. caroliniana*, *Photinia glabra* and *L. indica*) will serve to remove the eyesore from public view.

The first opportunity to see the entire shopping and business district of Rutledge, comes on crossing the railroad tracks at Fairplay Street. On the right, a small plot of grass serves as a buffer between the street and the depot. At present, the grass has grown out of control. The only other planting consists of three (no doubt there were four originally) junipers, each on a corner, and a mimosa seedling. A telephone pole at one corner of the railroad station, defeats any attempt at symmetry. The little plot of grass represents an important location in Rutledge. On entering the business area, it serves as the foreground for the Post Office as well as for the depot. The Master Plan shows a development which would take advantage of the site. While the grass would remain around the edges, it would be replaced in the center by gravel forming a free form design. The large end of the form, near the depot, would feature a carolina laurel cherry and three photinias (*P. glabra*). The smaller end of the form, near the street, would contain two crepemyrtles, watermelon red in color, and two photinias. The only maintenance required by this design would be that of keeping the grass under control.

The Rutledge Police Station is located just across Fairplay Street from the railroad depot. The small, booth-like structure is simple, well maintained and it serves its purpose quite adequately. The appearance of the station would be improved by the planting of shrubs (*Aucuba japonica nana* and *Raphiolepis indica*) and ground cover (*Liriope muscari*). Parking for the police car, as indicated on the Master Plan is provided behind the station in a cul-de-sac drive. A large oak (*Q. falcata*), located behind the structure, will afford shade during the summer. Groups of pines (*P. echinata*) can be arranged to screen out the coal storage area near the railroad tracks.

### Street Trees and Basic Plant Materials

A review of the Master Plan of the Business District, reveals a consistent use of four basic trees and one type of shrub. This policy will afford a degree of unity and harmony to the city. Each of the plant specimens fills one or more specific needs: i.e., shade, texture, seasonal color, form, etc. The street tree for the shopping and business area is the evergreen carolina laurel cherry (*P. caroliniana*). It is a small tree, relatively speaking, reaching a height of twenty to thirty feet with a spread of fifteen to twenty feet. The laurel cherry is fast growing and when it is trimmed to a height of six to eight feet above the ground, it makes a handsome specimen.

The oaks, *Quercus falcata* and *Q. nigra*, are two of the most reliable, large shade trees native to the state. Both are medium to fast growers and densely foliated.

Color and accent are provided for by the use of *Lagerstroemia indica*, the crepemyrtle. This is a small tree, reaching twenty to twenty-five feet with a ten to fifteen foot spread. Once started, the plant reaches maturity rapidly, forming a cluster of several trunks, each looking like a piece of driftwood. While it is a deciduous tree, the crepemyrtle contributes a good deal of winter color and interest with its tan, gray and white blotched bark and its twisted form. (Specimens with flowers a watermelon red in color are used throughout the program).

A thick, evergreen shrub, the red-tip photinia (*P. glabra*) is useful for screening purposes. Its lustrous foliage, its ability to withstand hot sun, and the red color of the new foliage are characteristics which recommend its use.

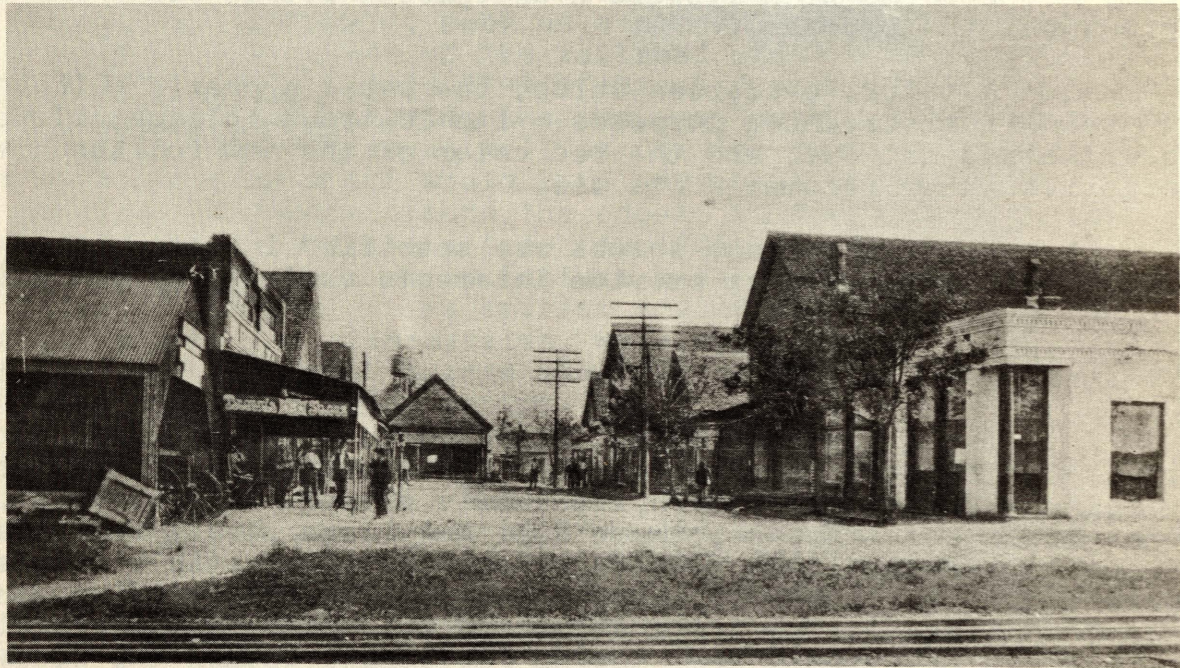
Other trees and shrubs are specified in conjunction with these basic materials to provide interest, variety and accent.

### Store Fronts

The business district of Rutledge appears today, much as it did around the turn of the century. An examination of photographs of Fairplay and Main Streets in the 1890's reveals some interesting information. For instance, there were many more structures along the principal streets, than there are now. A livery stable once stood where the police booth is today. The post office building appears to have been a bank. The brick structure which houses today's City Soda Fountain is relatively new, having replaced a wooden two story building which had occupied the site. The yellow brick stores toward the end of Fairplay Street are even more recent. Shops, businesses and warehouses occupied the land which is now the city park. There

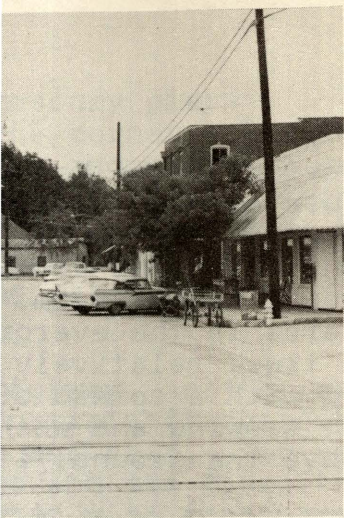


1965  
BUSINESS DISTRICT OF RUTLEDGE  
LOOKING NORTH FROM RAILROAD TRACKS



cir. 1890

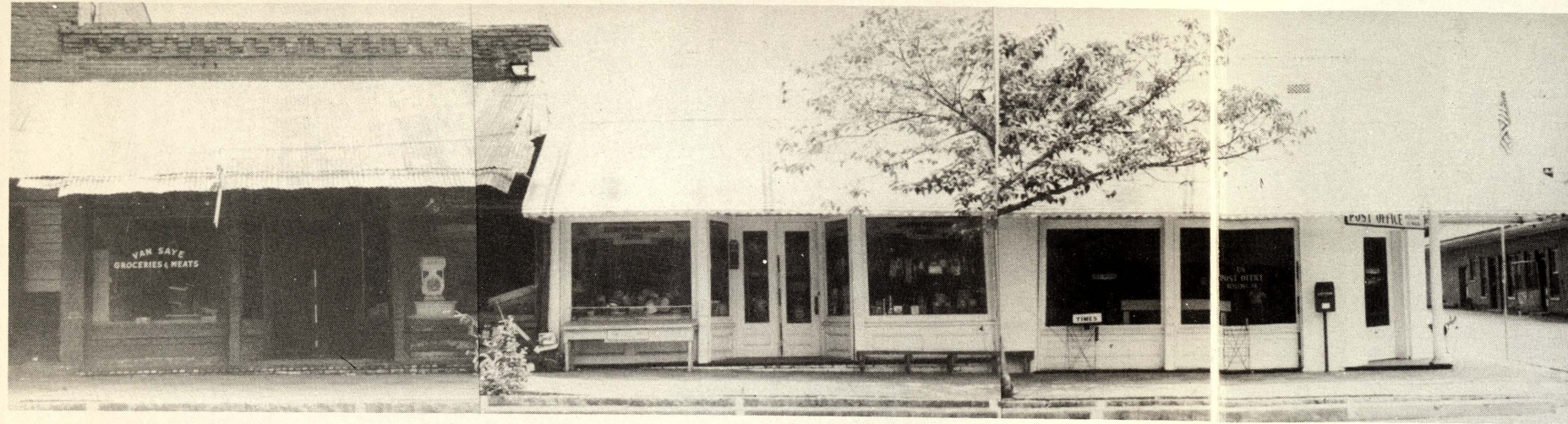
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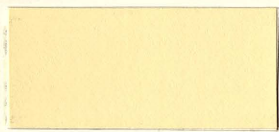
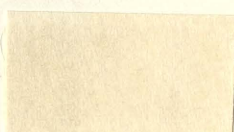
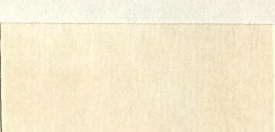

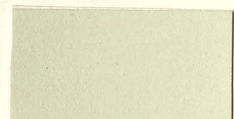
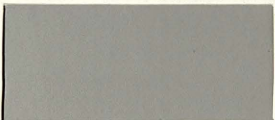

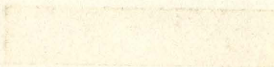




OF RUTLEDGE  
RAILROAD TRACKS



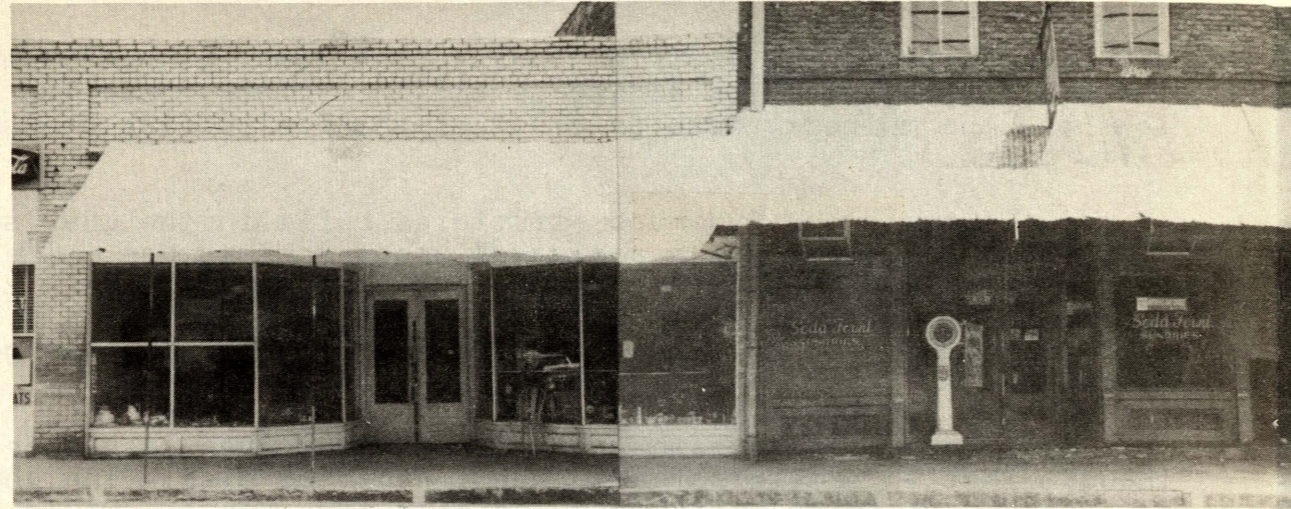
390



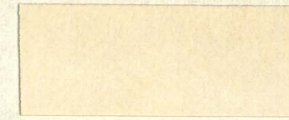
VAN SAYE GROCERIES & MEATS		Predominant Color	RUTLEDGE HARDWARE		Predominant Color	POST OFFICE		Predominant Color
		Sign background and trim			Woodwork, trim and sign background			Shutters and trim
		Letters			Letters			Letters



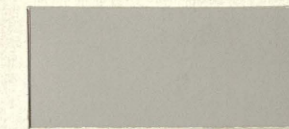
STORE FRONTS



ANTIQUES



Predominant Color

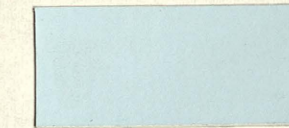


Sign background



Letters

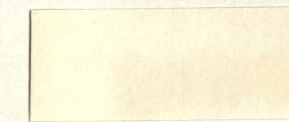
CITY SODA  
FOUNTAIN



Predominant Color



Shutters and window trim



Sign background



Letters



**STORE FRONTS**

are other differences, but in general, the town has not changed much. The old, corrugated iron awning is still in place above the store windows and the mulberry tree in front of the Post Office grows on, after fifty years.

Stores and business structures built in the 1890's and early 1900's did not represent a period of good architecture. The false fronts were used to express grandeur that was also false. Large plate glass windows and cast iron trim were popular new materials, and thereby, were often used to excess. Scale was forgotten as was good proportion.

Today, these same store fronts look even less appealing. The thought that an enterprising merchant could be displaying the latest consumer goods in an attractive and effective manner, would never cross the mind of a potential customer, having seen the store facade. The old axiom that a store front is a merchant's best advertisement, is certainly not the case in Rutledge ... 1965.

The cost of large scale renewal is, of course, a primary factor in preventing the store owner from making changes. Any reasonable scheme for improving conditions would have to be one that could make best use of existing materials and structural features. The plates which precede this page, illustrate how the business district could be renovated with a minimum of effort and expense and at the same time achieve a desirable effect.

Several basic motifs are applied to almost all of the store facades to insure unity. A color scheme using varying tones of yellow, blue and gray provides harmony and integrates the business district with the residential areas. Shuttered windows serve several purposes; they give character to structures that have little, they provide screening for ugly air conditioning units and ventilators, they reduce the height of window openings and they repeat an architectural form prevalent on residential streets. The uniform change in window and door heights makes it possible to place simple, straight-forward signs at constant levels above the sidewalk. This, plus the use of a limited number of print types, adds to the unity of the business area. The large, ugly panes of glass are replaced with windows broken by mullions, thereby providing the store facades with a more human scale and the city with a definite personality.

The awnings above the store fronts serve an important purpose. They provide the shade that is mandatory during the hot Georgia summers. Their removal without some provision for shade would be a bad mistake indeed. The use of street trees in the business area not only solves this problem but fulfills other needs as well. Since the trees are evergreen (*P. caroliniana*), they contribute to the appearance of the store facades year around. By placing the trees

the town has not changed much. In place above the store window the Post Office grows on, after

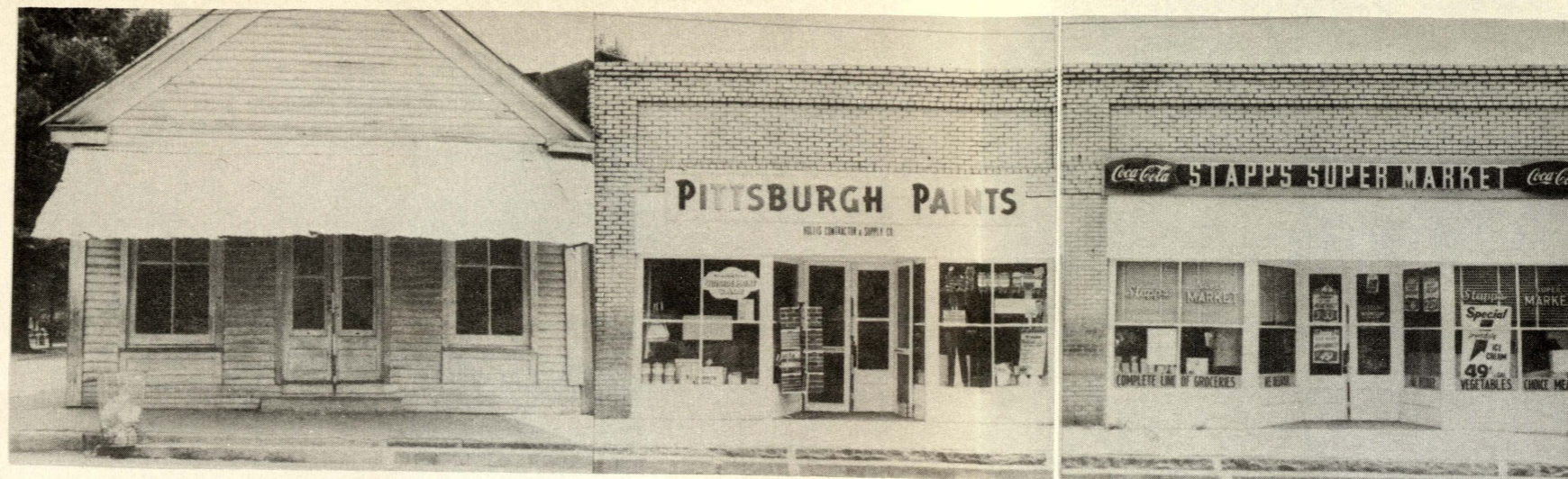
s built in the 1890's and early modern architecture. The false front was also false. Large plate glass windows, popular new materials, and there-as forgotten as was good propor-

s look even less appealing. The store could be displaying the latest in a decorative manner, would never cross the street seen the store facade. The architect's best advertisement, is from 1965.

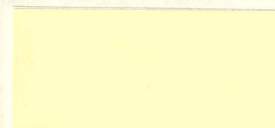
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fronts serve an important function is mandatory during the hot summer some provision for shade would be to plant trees in the business area as other needs as well. Since trees, they contribute to the environment. By placing the trees



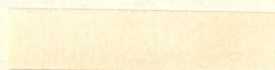
HOLLIS CONTRACTOR & SUPPLY CO.



Predominate Color:



Sign background and trim



Letters

STAPPS SUPER MARKET



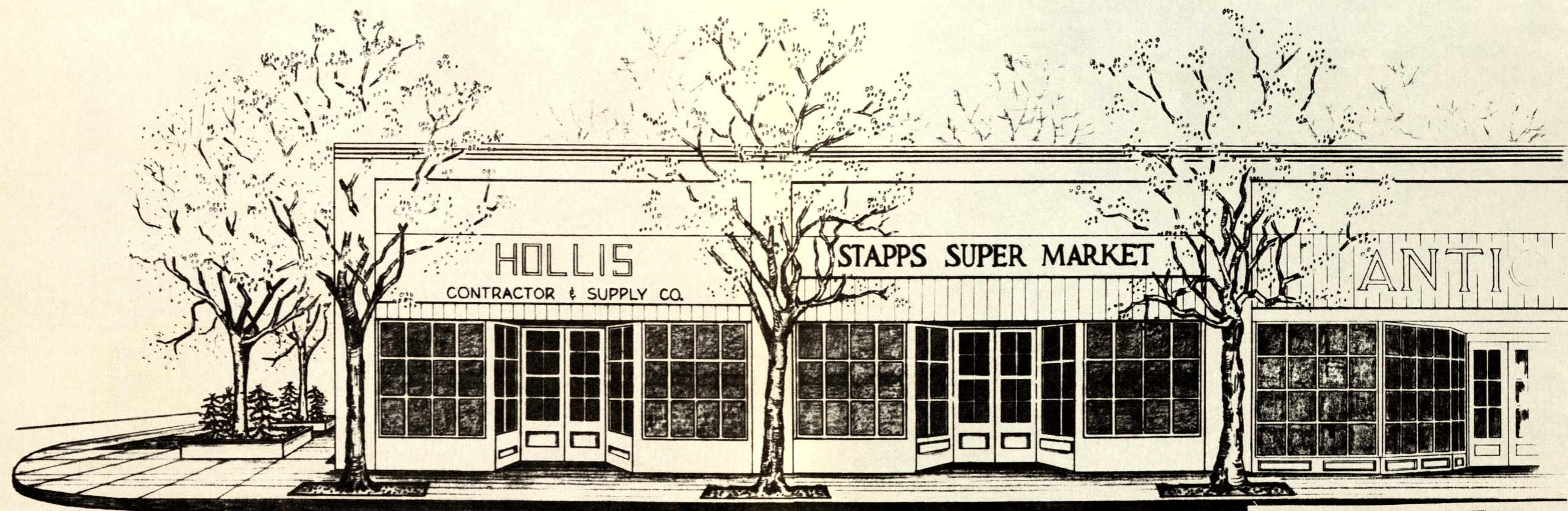
Predominate Color:



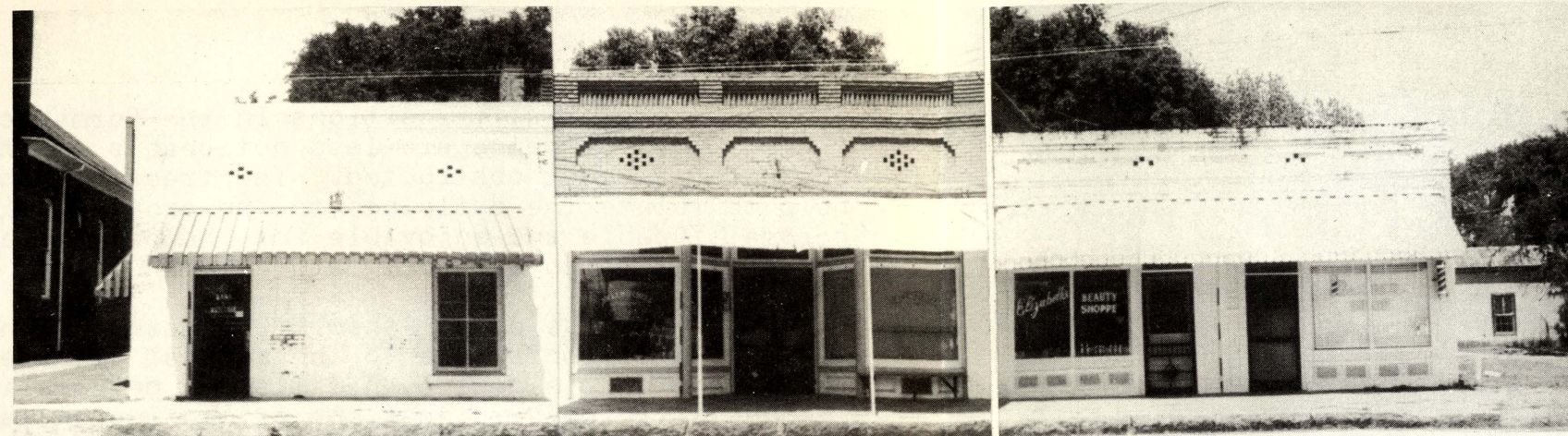
Sign background and trim



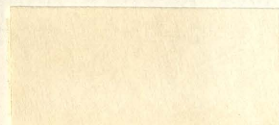
Letters



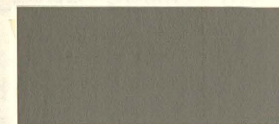
STORE FRONTS



BANK OF  
RUTLEDGE



Predominant Color  
Building, door  
and window frames

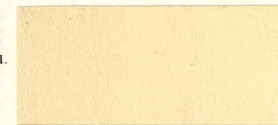


Shutters and door

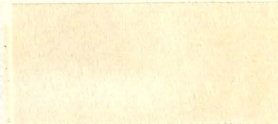


Letters

JOEL T. MITCHELL  
GENERAL  
MERCHANDISE



Predominant Color  
Brick portion above  
windows

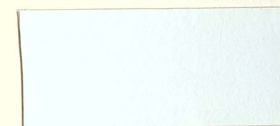


Wooden section:  
Window frames, doors,  
sign background

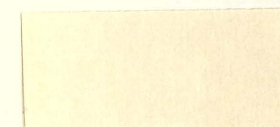


Letters

ELIZABETH'S  
BEAUTY  
SHOPPE



Predominant Color  
Brick section



Wooden sign background  
(across both stores)

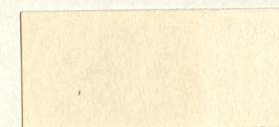


Letters

BARBER SHOP



Predominant Color  
Brick section



Wooden sign background  
(across both stores)



Letters



STORE FRONTS

between the stores, transitions in the forms, colors and textures of the various buildings are less noticeable and the signs above the entrances are not obstructed. The trees soften the architecture and help to relate the buildings to the ground. Sidewalks that are shaded become liveable and enjoyable for the pedestrian, encouraging a greater movement of potential customers.

The use of polished brass hardware throughout the business district will contribute to the general architectural theme. Each store front, to a degree, has its own personality. Many of the design changes will apply in just one or two instances. A paneled door on the Bank of Rutledge will add dignity to the building. The use of vines (*Euonymus fortunei coloratus*) between the Barber Shop and Elizabeth's Beauty Shoppe and below the sign on the bank will add color, interest and scale to the facades.

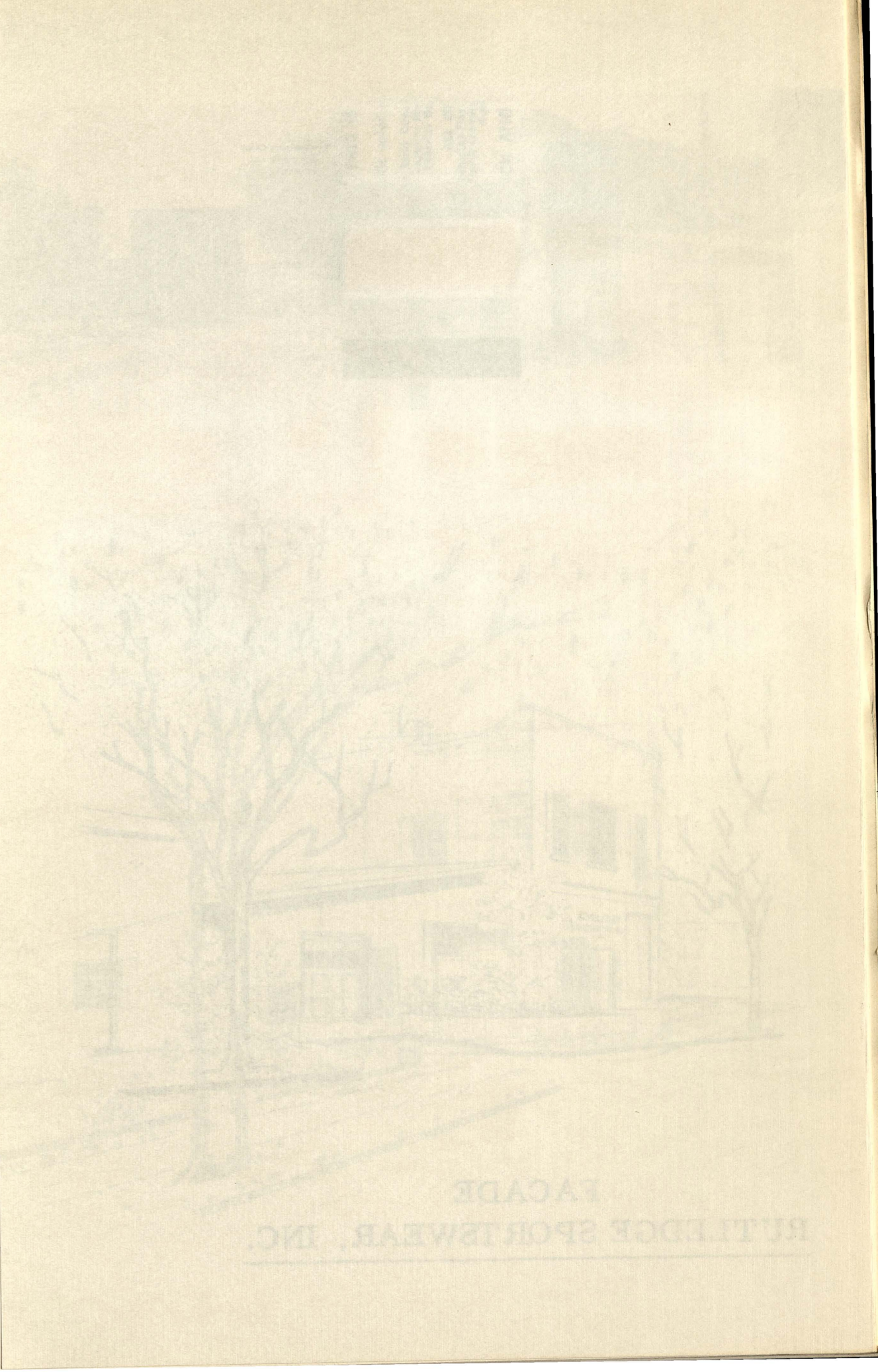
#### Rutledge Sportswear, Inc.

Two of the structures in the business district are used by Rutledge Sportswear, Inc. as garment factories. Both of the buildings were originally intended to house stores and offices. Some alterations have been made to facilitate operations and to create greater efficiency, but little has been done to change or improve the exteriors. Two plates have been devoted to sketches showing designs for new facades.

The building on the corner of East Main and Fairplay Streets is a two story structure with a lean-to affair on one side. The first floor, which was constructed as store space, has been altered some by its present occupants. Office space is located in the left hand portion of the store with access to the outside through a door in the entrance recess. The original plate glass windows are still in place, although they are no longer used to display merchandise.

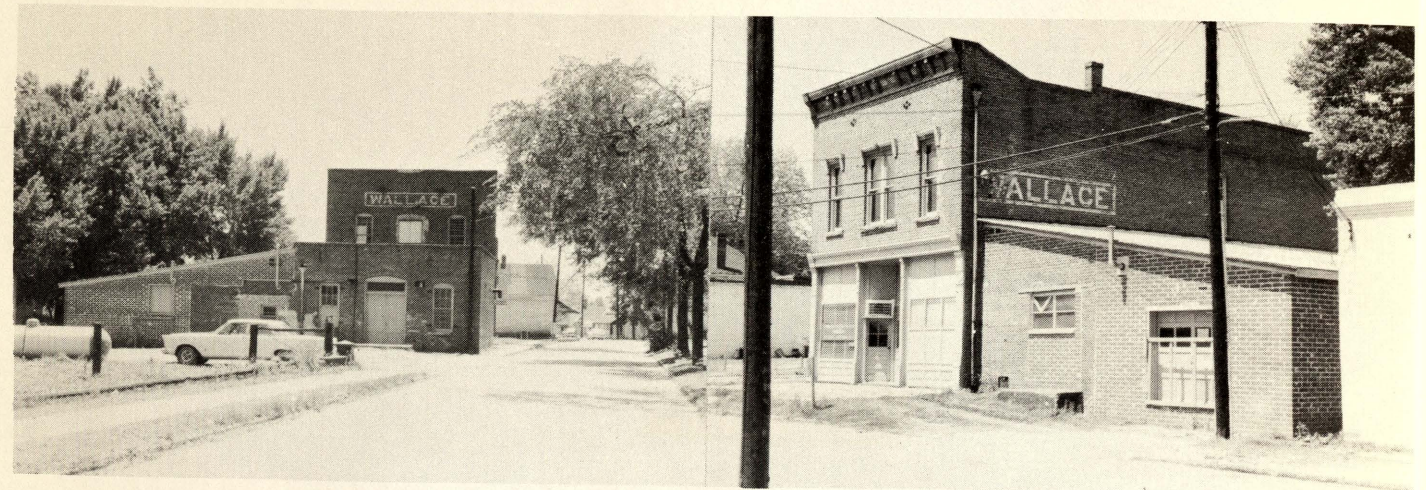
The design sketch indicates how the existing entrance area could be changed to give the building an appearance more in keeping with its use. The large windows are covered with a pierced brick, curtain wall, which is constructed flush with the existing pilasters. The entrance way is blocked-in with the ceiling lowered to the height of the present door frame. The heavy cornice across the top of the building detracts from the overall appearance and should be removed. Paneled doors, shutters and brass hardware complete the new design.

A raised plant bed is located on the Main Street side of the building, to conceal the patchwork construction of the newer lean-to structure. A dogwood (*Cornus florida*) and several specimens of inkberry (*Ilex glabra*) will effectively cover the filled in door space. More plant material is used in the triangular plot on the west side of the building (*Lagerstroemia indica* and *Ilex vomitoria nana*).

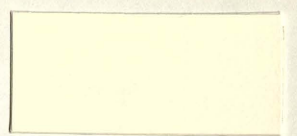


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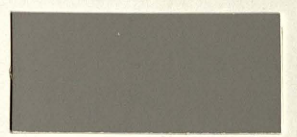
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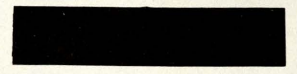
RUTLEDGE  
 SPORTSWEAR Inc.



Predominant Color  
 Brickwork and  
 wood trim



Doors and shutters



Letters

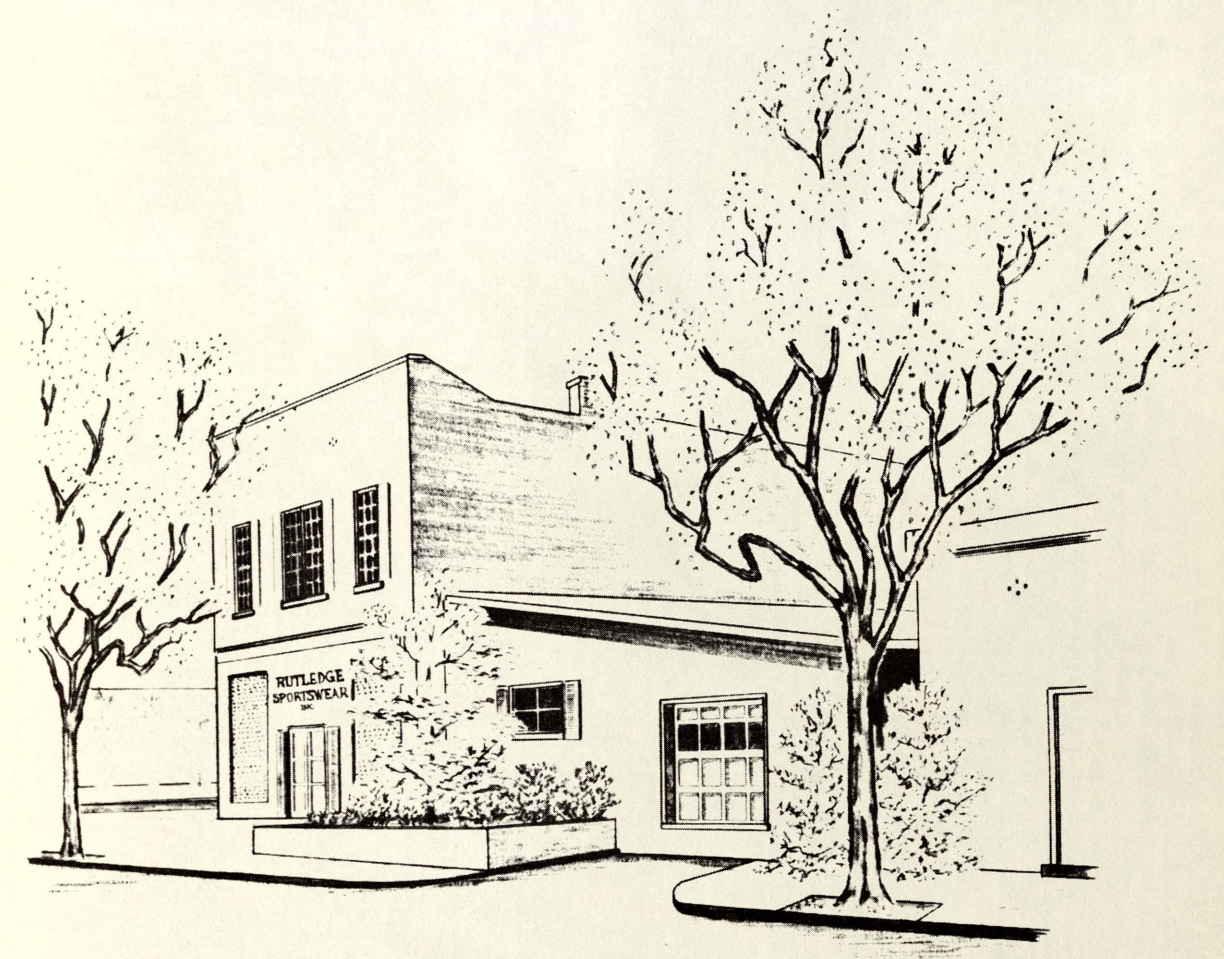
Rutledge Sportswear, Inc.

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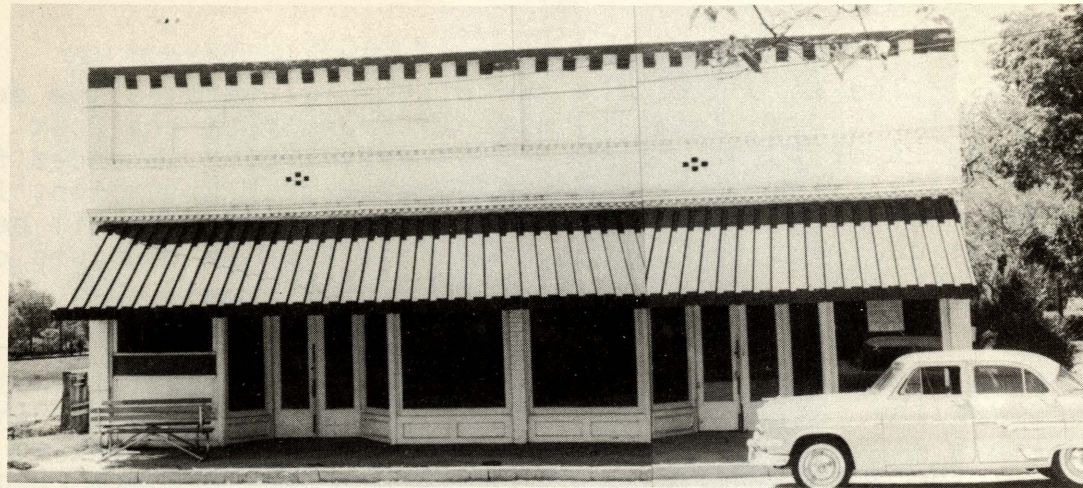
East Main and Fairplay Streets  
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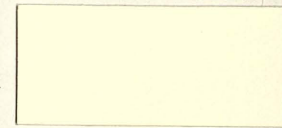
on the Main Street side of the  
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**FACADE**  
**RUTLEDGE SPORTSWEAR, INC.**



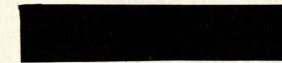
RUTLEDGE  
SPORTSWEAR Inc.



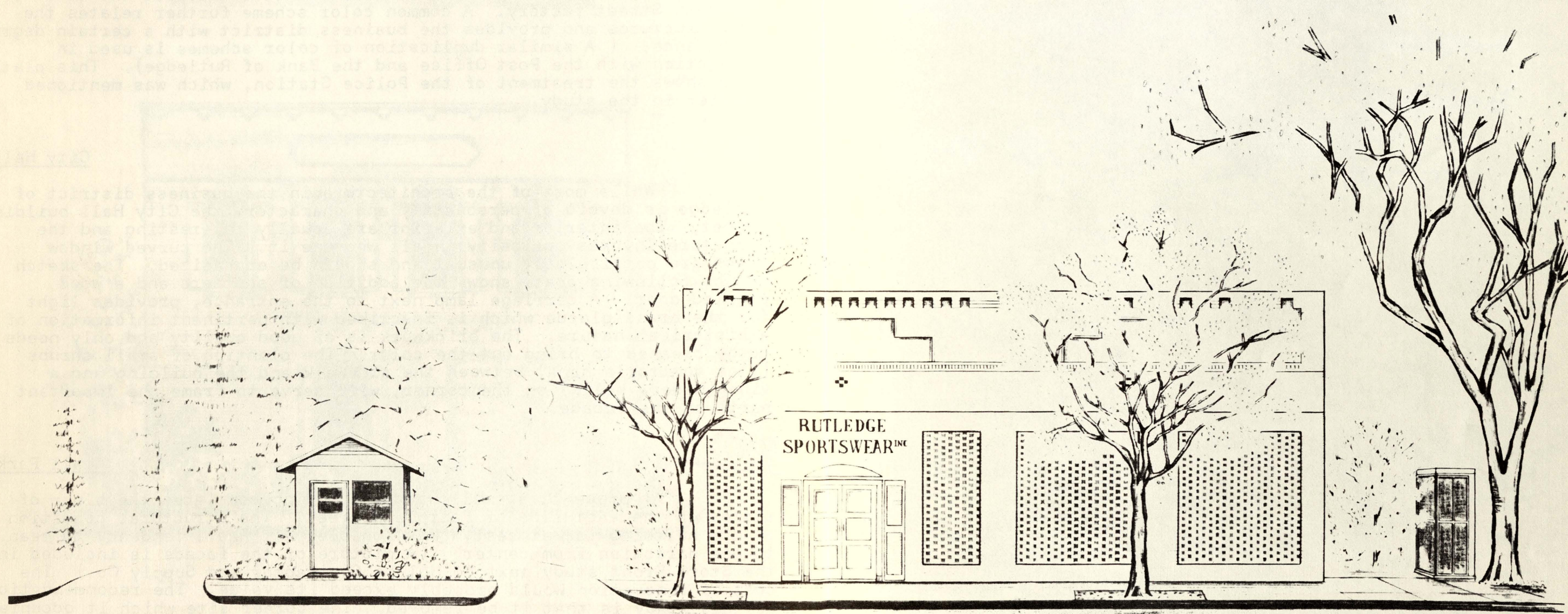
Predominant Color  
Brickwork and  
wood trim



Doors and shutters



Letters



FACADE  
RUTLEDGE SPORTSWEAR, INC.

The second of the two plates illustrates the design for the factory located on Fairplay Street across from the Post Office. This building is divided into two equal parts, each intended for use as a store space. The problem in this particular situation, is not just to change the appearance of the building in order that it be congruous with its use, but to disguise the fact that it consists of two parts, instead of one.

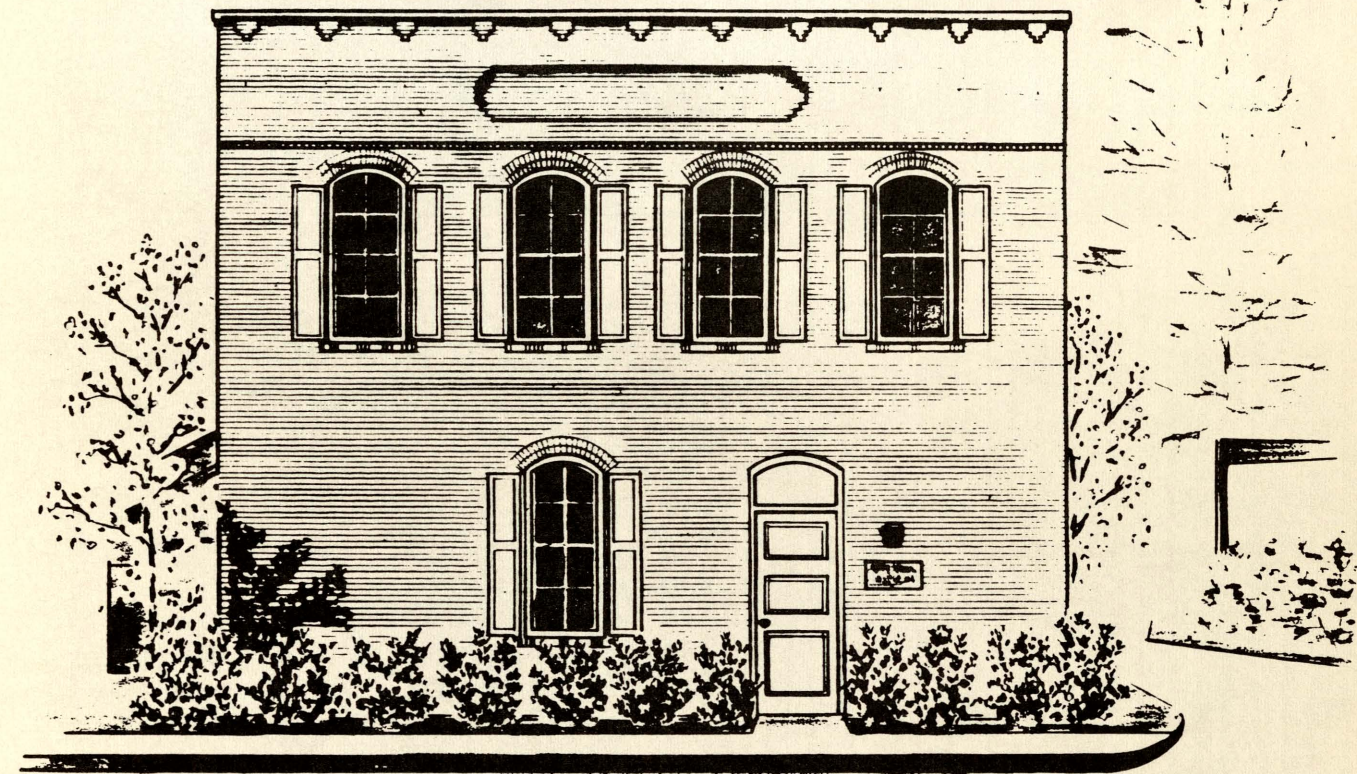
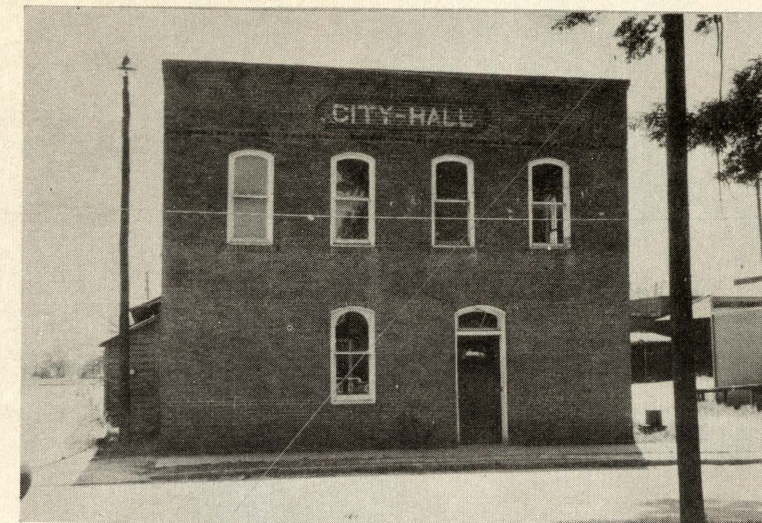
To achieve this result, and to maintain a definite relationship with the first factory, a pierced brick, curtain wall is designed to cover the entire front facade below the existing awning. The store entrance areas are removed and a new entrance is created in the curtain wall. The symmetrical balance of the original store fronts is destroyed by the single entrance. The placement of the trees can further alter the old image. Double paneled doors and shutters repeat the motif of the Main Street factory. A common color scheme further relates the two structures and provides the business district with a certain degree of balance. (A similar duplication of color schemes is used in connection with the Post Office and the Bank of Rutledge). This plate also shows the treatment of the Police Station, which was mentioned earlier in the study.

#### City Hall

While most of the architecture in the business district of Rutledge is devoid of personality and character, the City Hall building is not. The interior and exterior are equally interesting and the structure invokes curiosity in all who see it. The curved window heads are particularly unusual and should be emphasized. The sketch on the following plate shows the addition of shutters and a wood paneled door. A carriage lamp next to the entrance, provides light for the brass plaque which is inscribed with pertinent information of a historical nature. The brickwork is of good quality and only needs to be cleaned to bring out the color. The planting of small shrubs (*Ilex vomitoria nana*) between the sidewalk and the building and a vine (*Hedera helix*) on the corner, will serve to frame the important parts of the facade.

#### Small Park

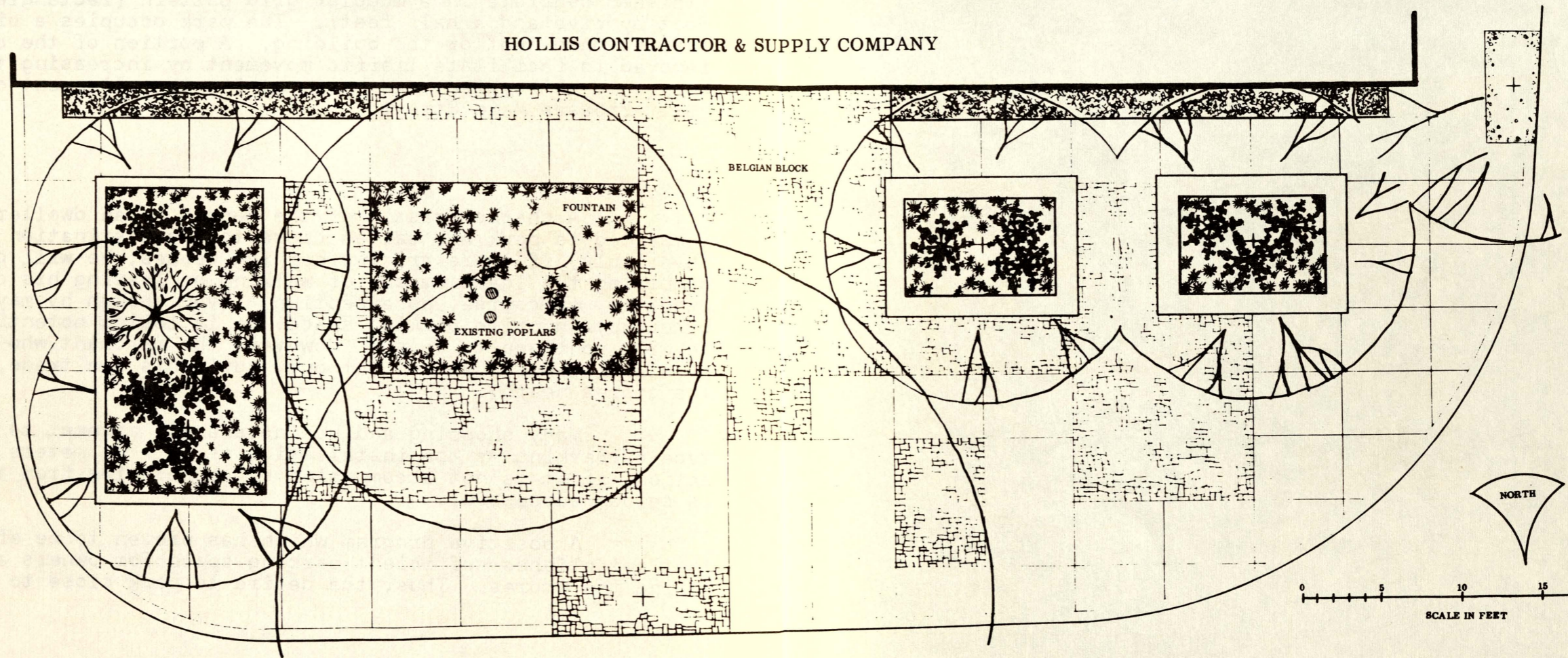
At present, a small wooden building completes the block of stores on the east side of Fairplay Street. The structural condition of the building is, at best, questionable. It has a tendency to lean in one direction from center. (A picture of the facade is included in the Store Front study next to Hollis Contractor and Supply Co.) The cost of renovation would probably exceed its value. The recommendation of this study is that it be removed. The corner site which it occupies,



**FACADE  
CITY HALL**



HOLLIS CONTRACTOR & SUPPLY COMPANY



**SMALL PARK**

is across the street from the Rutledge Sportswear Company. The employees of this firm would find the space ideal as a small park with facilities for lunch time recreation. The shaded northern exposure would insure the comfort of its patrons during most of the day.

A plate showing the plan and elevation of the park illustrates the design. Three raised plant beds, constructed to a comfortable sitting height would provide bench space as well as protection for the plant material. A small fountain is situated beneath a clump of existing poplars. Ground cover (*L. muscari*) below the tree covers all but the immediate area around the fountain. The plant beds contain Carolina laurel cherry trees (the street tree for the business district), leather-leaf mahonia (*Mahonia bealei*) and bigblue *Liriope* (*L. muscari*). A Japanese aucuba (*Aucuba japonica*) is used in the large plant bed in addition to the mahonia.

Texture is expressed in the design by the rubble stone wall of the adjoining building. A portion of the wall area is to be finished with stucco to provide a smooth background for the fountain area. Ivy (*H. helix*) covers the lower portions of other sections. The rough stone is repeated in the paving by Belgian block, which contrasts with finished concrete in a modular grid pattern (rectangles measuring four feet by five and a half feet). The park occupies a site somewhat smaller than that of the building. A portion of the corner has been removed to facilitate traffic movement by increasing the radius of the corner to thirty feet and by improving the alignment of Fairplay Street as it crosses Main Street.

#### Parking Facility

A characteristic of the modern urban dweller is that he is compelled to park his car as close to his destination as possible. Invariably, if there are two parking spaces, he will choose the one requiring the least amount of walking on leaving his car. The store owner is, of course, no exception. Even though he may realize that by occupying prime parking space, he is losing potential customers, he will continue to do so. However, the merchant who parks in front of his place of business not only hurts his own trade, but that of the stores nearby.

Many shopping and business areas attempt to discourage this type of parking by the installation of parking meters. This type of action, if it is not accompanied by cooperation from the businessmen, is seldom successful.

A positive program which has proven to be effective is one that establishes sufficient parking space for owners and employees behind the stores. Thus, the desire to park close to the place of

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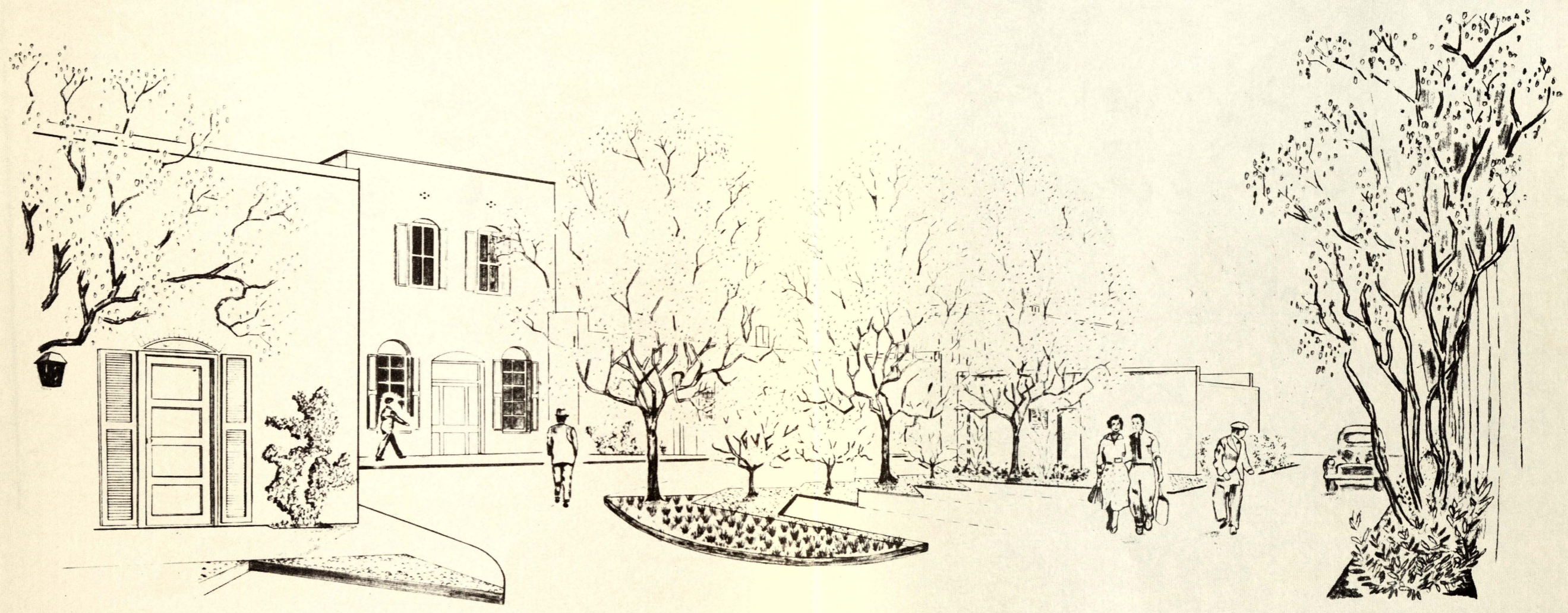
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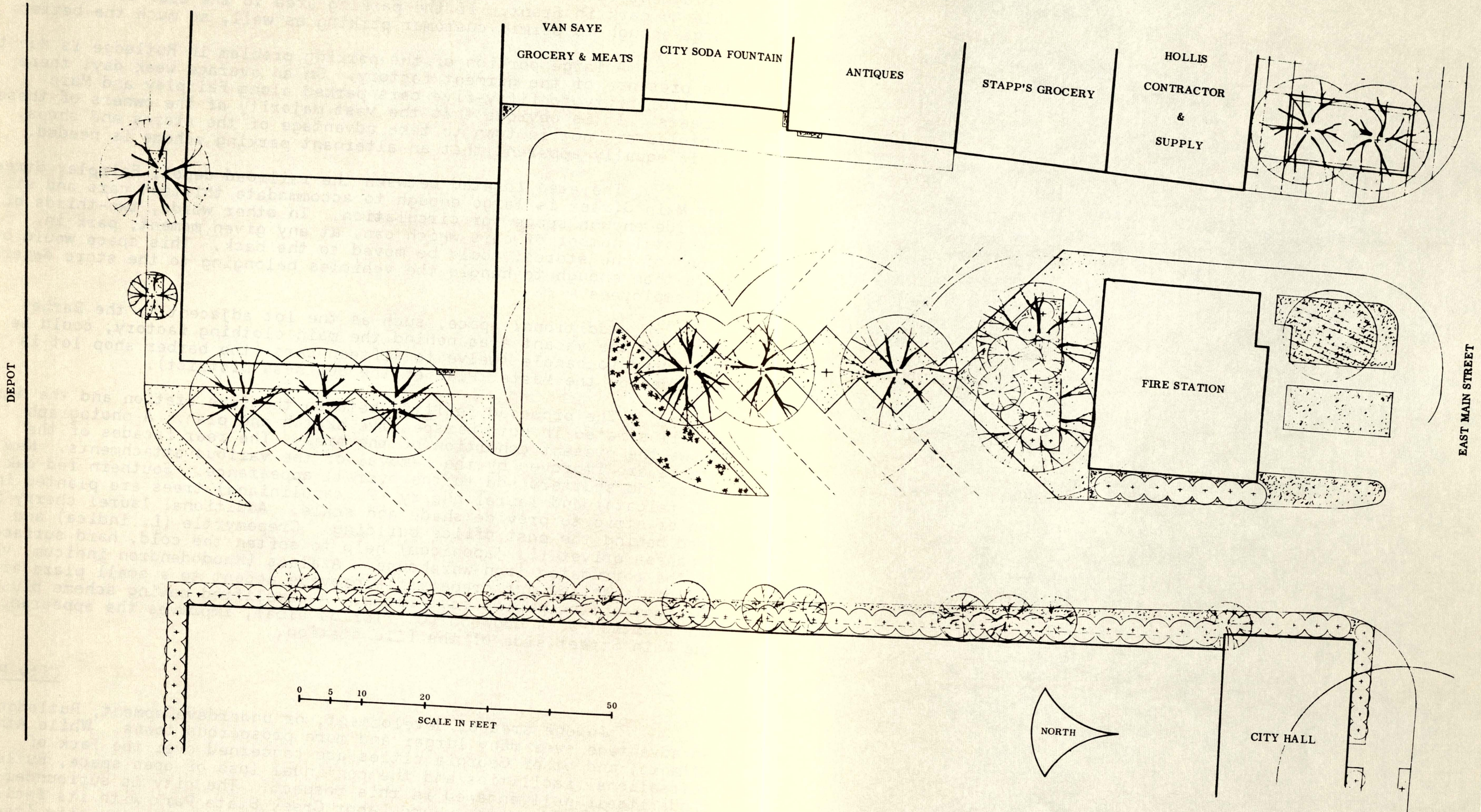
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PARKING FACILITY



PLAN OF PARKING FACILITY

employment is not frustrated, but is satisfied, and the customers are able to park in front. If the parking area to the rear of the shops is large enough to permit customer parking as well, so much the better.

A large portion of the parking problem in Rutledge is due to the presence of the garment factory. On an average week day, there are from fifty to fifty-five cars parked along Fairplay and Main Streets. It is obvious that the vast majority of the owners of these vehicles are not in town to take advantage of the stores and shops. It is equally apparent that an alternant parking scheme is needed.

The area located between the railroad depot, Fairplay Street and Main Street is large enough to accommodate thirteen cars and still provide enough space for circulation. In other words, two-thirds of the total number of cars which can, at any given moment, park in front of the stores, could be moved to the back. This space would be more than enough to handle the vehicles belonging to the store owners and employees.

Additional space, such as the lot adjacent to the Barber Shop and the vacant area behind the main clothing factory, could be developed to handle twelve to fifteen cars (the barber shop lot is included on the Master Plan of the Business District).

The proposed facility between the fire station and the depot is illustrated in both perspective sketch and plan. A photograph shows the present condition of the area. The rear facades of the stores are improved by the removal of the various attachments. New doors and shutters add to the overall appearance. Southern red oak (*Q. falcata*) and laurel cherry (*P. caroliniana*) trees are planted in a center strip to provide shade and scale. Additional laurel cherry is used behind the post office building. Crepemyrtle (*L. indica*) and Japanese privet (*L. japonicum*) help to soften the cold, hard surface of the corrugated iron warehouse. Azaleas (*Rhododendron indicum*, var. Fielder's White) and crepemyrtle provide accent to a small plaza area in front of the public rest rooms. A simplified paving scheme plus the addition of a dogwood (*C. florida alba*), improves the appearance of the Main Street side of the fire station.

#### City Park

In one area of development, or underdevelopment, Rutledge has an advantage over many larger and more prosperous towns. While Athens, Atlanta, and other Georgia cities are concerned over the lack of recreational facilities and the continual loss of open space, Rutledge finds itself well endowed in this respect. The city is surrounded by farms and wooded areas. Hard Labor Creek State Park with its facilities is just a few miles north of the city limits. Within the city itself,

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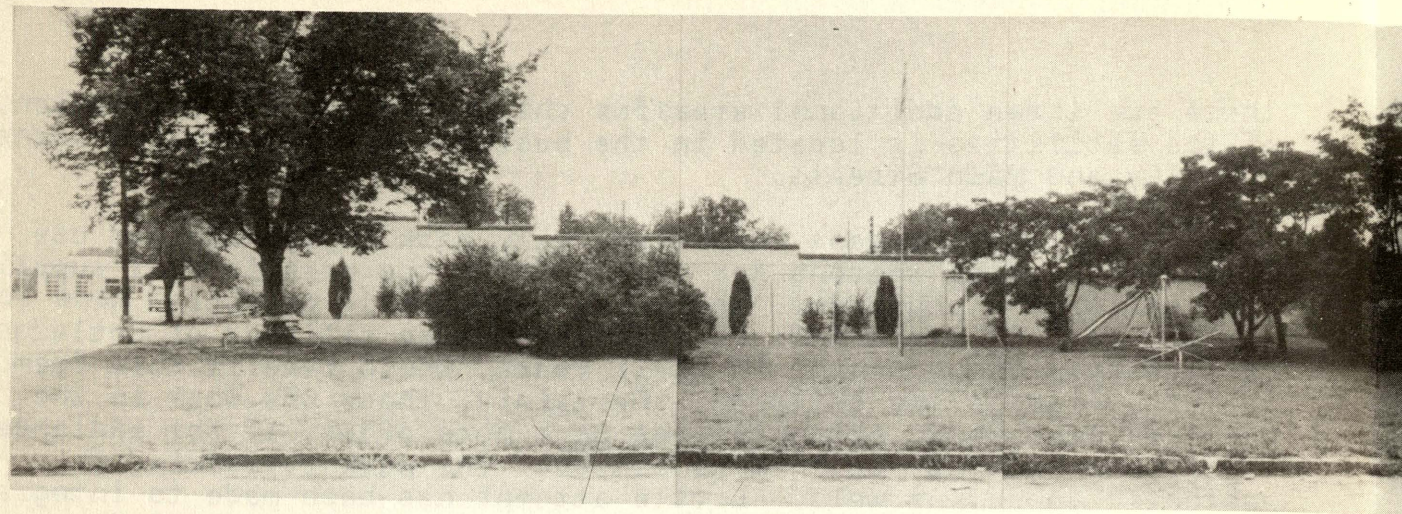
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**CITY PARK**

there are three additional areas for children and adult recreation. One of the facilities is located in the business district at the corner of Fairplay and Main Streets.

In its present condition, city park enjoys limited use. There are several reasons for this. While the park is well supplied with children's equipment, there has been little provision made for the adult. Yet, it might well be that the mature citizens of Rutledge, particularly those senior in their years, would benefit more from the facility than do the children. Certainly, those who work in the business area would patronize the park more often, if for instance, there were benches for them to sit on. The park is lacking in aesthetic appeal as well. Little attempt has been made to integrate the site with its surroundings. The bare wall of the Rutledge Sportswear building does not contribute much to the image of the park. A lack of large shade trees prevents usage during midday hours.

Included in this study is a proposal which would change the nature and potential use of the park. The major development would occur along the edge of the site, preserving an open center for active recreation. A small plaza area would be constructed on the corner and equipped with tables and chairs. Two plant beds would partially screen the area from the street. A thick planting of crepemyrtle (*L. indica*) on the interior side of the court, would complete the enclosure, providing privacy and scale. The paving, which is the same modular form used throughout the town, would continue in a somewhat devious manner across both sides of the site. The paving would connect with walks which presently end on the park boundary. A second planting of crepemyrtle on the northwest corner of the area would serve as a barrier to prevent pedestrian traffic from cutting across the adjoining residential property. Katsura trees (*Cercidiphyllum japonicum*) extend the screen down the property line giving privacy to both the residence and the park.

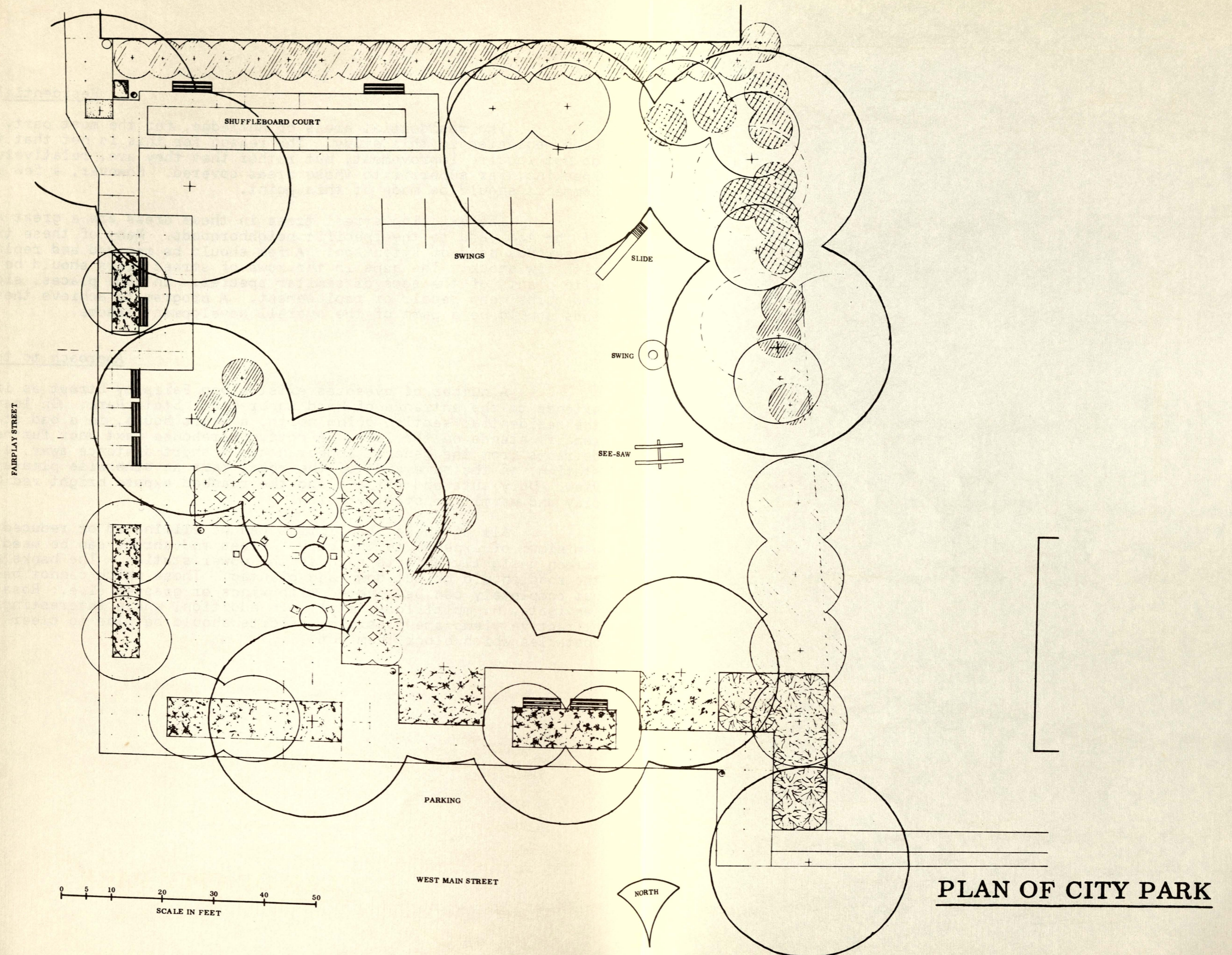
Numerous large, southern red oaks (*Q. falcate*) and a group of three water oaks (*Q. nigra*) are used to transform the hot, almost unbearable open space into a cool, comfortable sanctuary. Carolina laurel cherry follows the edge of the street where it is planted in openings left in the paving. Masses of laurel (*Prunus laurocerasus zabellina*) planted as ground cover are used below the trees. A thick hedge of photinia (*P. glabra*) placed along the wall of the Rutledge Sportswear building softens the effect created by the structure and eliminates some of the glare caused by the sun's rays. Additional plantings of laurel cherry (*P. caroliniana*) and photinia (*P. serrulata*) below and behind the existing mimosa trees, are insurance for the day when the short-lived mimosas die. A number of benches are provided in strategic locations for those who enjoy the park in a passive fashion. Trash receptacles are located in convenient positions.

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### Residential Areas

The residential areas of Rutledge, for the most part, have been neglected in this study. The reason for this is not that they do not require improvement, but rather that they are, relatively speaking, far superior to those areas covered. However, a few general comments should be made at this point.

The existing street trees in these areas are a great asset to the town and to the specific neighborhoods. Many of these trees are in serious need of attention. A few should be removed and replaced with new stock. The gaps in the rows of street trees should be filled with plants of the same or similar species. In some places, sidewalks and curbs need repair or replacement. A program to achieve these ends should be a part of the overall development scheme.

### Approach to the Park

A number of eyesores exist along Fairplay Street as it extends to the entrance of Hard Labor Creek State Park. On leaving the residential section going north, a Negro house, in a bad state of repair, stands on the left. A cotton warehouse next door further detracts from the general appearance. A short distance away, a power station, on the same side of the road, mars an otherwise pleasant view. Ugly cuts and fills along the roadbed expose bright red Georgia clay and permit constant erosion.

All of these liabilities can be eliminated or reduced with a minimum of expense to the city. Trees and shrubs can be used to screen unsightly objects such as the power station. The banks along the road should be cut down and planted. Those which cannot be graded out completely can be covered with vines or grasses (i.e.: Rosa laevigata, R. multiflora, etc). In addition, where interesting and attractive views are possible, efforts should be made to clear obstacles which block them out.

...the first step in an undertaking of this nature is to bring to light the necessity for community improvement and development. The citizens of Rutledge must be made aware of the fact that all are not right with their city. Public meetings, newspaper articles and radio broadcasts are but a few of the media that could be used to inform the people. In addition to examining the assets and liabilities of the city, an effort should be made to explain the characteristics which make a city attractive and appealing.

Once the necessity for such a program has been accepted by the public, work can begin. The need for central control and positive leadership is important. At the outset, interest will be great and

Portions of the improvement project will require large expenditures of money and official action on the part of local and state government.

While individual effort can go a long way in accomplishing this program, certain aspects of it will require the concerted effort of many citizens. Civic organizations, clubs and neighborhood groups under effective leadership and with sufficient support, can assume areas of responsibility.

...the knowledge that he has helped the community will be rewarded by increased property values, pride of ownership and a period of time. He can influence others to do the same. His efforts maintain his own property and continue to make improvements over with the hope of his neighborhood and town. He should, therefore, be encouraged to do so.

...the individual has responsibilities in connection with the technical side of an improvement project. A series of technical questions and answers are being asked by the citizens of Rutledge and the same questions are being asked by the citizens of Rutledge and the same questions are being asked by the citizens of Rutledge.

...the responsibility for action always belongs to the street level. The mayor, the councilman, the store owner, the banker, or so on, seems. We know, however, that it is the citizen who is the key to the city. Each citizen belongs to each citizen.

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Responsibility

"Why don't they remove those ugly old awnings? The people who work in the stores could park in back, instead of taking up all the spaces in front! There were some nice shade trees along Main Street. Why doesn't someone do something ...?"

Many of the good citizens of Rutledge are asking the same questions and making the same comments as the out-of-town visitor. Invariably, the remarks end the same way ... "Why doesn't someone ...?" The responsibility for action always belongs to the other fellow ... the mayor, the councilmen, the store owner, the banker ... or so it seems. We know, however, that in a democracy, the burden for community action belongs to each citizen.

Certainly, the individual has responsibilities in connection with the appearance of his neighborhood and town. He should, of course, maintain his own property and continue to make improvements over a period of time. He can influence others to do the same. His efforts will be rewarded by increased property values, pride of ownership and a knowledge that he has helped the community.

While individual effort can go a long way in accomplishing this program, certain aspects of it will require the concerted effort of many citizens. Civic organizations, clubs and neighborhood groups, under effective leadership and with sufficient support, can assume areas of responsibility.

Portions of the improvement project will require large expenditures of money and official action on the part of local and state government.

The first step in an undertaking of this nature is to bring to light the necessity for community improvement and development. The citizenry of Rutledge must be made aware of the fact that all is not right with their city. Public meetings, newspaper articles and radio broadcasts are but a few of the media that could be used to inform the people. In addition to examining the assets and liabilities of the city, an effort should be made to explain the characteristics which make a city attractive and appealing.

Once the necessity for such a program has been accepted by the public, work can begin. The need for central control and positive leadership is important. At the outset, interest will be great and a

number of individuals will wish to make contributions of time or money. It is imperative that effort be channeled through some central authority to prevent waste and duplication. If there is to be any marked improvement in the appearance of Rutledge, then there must be coordination from the beginning.

Such coordination can be provided in a number of ways. The City Council could retain control over city development and conduct the implementation of the improvement program in the same fashion as it would handle any other business. The obvious arguments for this arrangement would be that this body would already have the legal and financial tools with which to work. A second alternative would be the formation of a tax-exempt, non-profit organization, which would draw upon the leading citizens of the community for membership. This group, operating under a separate charter, could administer the program either on a temporary basis or over a period of time.

Private consultation should be sought from professional ranks as the need arises. A landscape architect should be retained from the beginning to provide technical assistance to the local administering group. In addition, the Northeast Georgia Area Planning and Development Commission can be looked to for general support.

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#### Partial List of Interviews

Mrs. Louis B. Bray, Director, Morgan County Department of Family and Children Services.

Mr. Dodson Carter, Superintendent, Hard Labor Creek State Park.

Mrs. Day Davis, Second and Third Grade Teacher, Rutledge Elementary School.

Mr. and Mrs. Graham Ponder, Editor and Publishers of the "Madisonian".

Mrs. D. E. Hanner

Mr. James Hollis, former Mayor of Rutledge.

Mr. Manuel Silva, Manager, Duncannon-Rutledge Sportswear Company.

Mrs. Martha C. Talley, Clerk, Office of the Superintendent of Schools, Morgan County.

Notes

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- 2U. S., Weather Bureau, Climatological Data for the United States by Sections, Annual Summary, 1963, Vol. 67, 13.
- 3U. S., Bureau of the Census, County and City Data Book, 1962, 72-81.
- 4Madisonian, September 12, 1957, 2.
- 5Ibid., 2.
- 6Morgan County, Georgia, Sesqui-Centennial Program (Madison, Georgia, "Madisonian", 1957), 4.
- 7Fred C. Foster, "History of Morgan," The Weekly Madisonian, July 24, 1885, 1.
- 8Ibid.
- 9Morgan County, op. cit.
- 10Ibid.
- 11General Daniel Morgan won fame when he defeated the British under General Tarleton at the Battle of Cowpens.
- 12Madisonian, op. cit.
- 13The Vining House burned down in 1902, but the Royston House still stands on Fairplay Street.
- 14Georgia, Civil Code (1871), 132-133.
- 15Ibid., (1872), 273-274.
- 16Ibid., (1893), 291-296.

<sup>17</sup>Ibid., (1907), 913-914.

<sup>18</sup>Ibid., (1929), 1277-1278.

<sup>19</sup>Of the 478 citizens, an estimated 278 are white and 200 non-white.

<sup>20</sup>U. S., Bureau of the Census, County and City Data Book, 1962, 72-81.

<sup>21</sup>U. S., Department of Agriculture, Agricultural Marketing Service, Farm Statistics-Morgan County, (1963), 1-6.

<sup>22</sup>Ibid.

<sup>23</sup>Monthly Attendance Report, Office of the Superintendent, Hard Labor Creek State Park, July 1963.

<sup>24</sup>Monthly Attendance Report, Office of the Superintendent, Hard Labor Creek State Park, June 1964.

<sup>25</sup>Rutledge was settled between 1855 and 1870. The town reached its peak in growth and total population around the turn of the century. Most of the existing business district dates from this period. Residential structures vary a great deal in both style and in period of construction.

Color Code

PLATE #10 Page 35

POST OFFICE		
Predominant Color	White	0000*
Shutters & Trim	Battleship Gray	1765**
Letters	Gold	0002

RUTLEDGE HARDWARE

Predominant Color	White	0000
Woodwork, Trim & Sign Background	Light Green	1818
Letters	Black	0001

VAN SAYE GROCERIES & MEATS

Predominant Color	Light Yellow	1663
Sign Background and Trim	Mustard Yellow	1581
Letters	Dk. Brown-Gray	1767

PLATE #11 Page 36

ANTIQUES

Predominant Color	Light Gray	1752
Sign Background	White	0000
Letters	Gold	0002

CITY SODA FOUNTAIN

Predominant Color	Robin-egg Blue	1065
Shutters and Window Trim	Grass Green	1821
Sign Background	White	0000
Letters	Black	0001

PLATE #12 Page 38

HOLLIS CONTRACTOR AND SUPPLY

Predominant Color	Light Yellow	1714
Sign Background and Trim	Charcoal Brown	1761
Letters	White	0000

\*Code number assigned by author indicating standard unmixed colors.

\*\*Code number used by Sears, Roebuck and Company to distinguish a specific color and to identify it for mixing and use.

Color Code

STAPP'S SUPER MARKET

Predominant Color	Peach	1501
Sign Background and Trim	Gray-Blue	1062
Letters	Black	0001

PLATE #13 Page 39

BARBER SHOP

Predominant Color	Pale Blue	1104
Wooden Sign Background (both stores)	White	0000
Letters	Yellow	1681

ELIZABETH'S BEAUTY SHOPPE

Predominant Color	Pale Blue	1104
Wooden Sign Background (both stores)	White	0000
Letters	Sky Blue	1102

JOEL T. MITCHELL GENERAL MERCHANDISE

Predominant Color Brick Portion	Pale Yellow	1623
Wooden Frames, Doors, Sign Background	White	0000
Letters	Black	0001

BANK OF RUTLEDGE

Predominant Color of Building, Door and Window Frames	White	0000
Shutters and Door	Brown-Gray	1751
Letters	Gold	0002

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RUTLEDGE SPORTSWEAR INC.

Predominant Color Brickwork and Wood Trim	Cream	1624
Doors & Shutters	Brown-Gray	1751
Letters	Black	0001

STAFF OF THE  
INSTITUTION  
1910

1911

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1914

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