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Souvenir Album



Atlanta, Ga.

The territory within sixty miles of Atlanta has more population and produces more than any equal area between the Potomac, Ohio and Mississippi Rivers. Its population exceeds that of the four States of New Mexico, Arizona, Nevada and Delaware, whose area is one-tenth of the United States, and more than any one of these seventeen States: Maine, New Hampshire, Vermont, Rhode Island, North Dakota, South Dakota, Delaware, Florida, Montana, Idaho, Wyoming, Colorado, New Mexico, Arizona, Utah, Nevada and Oregon.

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THE CAPITOL OF GEORGIA



THE CAPITOL
OF GEORGIA

ATLANTA.

ATLANTA air is like champagne; its people need no other stimulant. You can see it in their walk and hear it in their talk. Few die and none resign their citizenship--those who go away come back when they can. There is no place like Atlanta, and no tonic like the "Atlanta Spirit."

Atlanta is on the crest of the ridge that divides the watershed of the Atlantic from that of the Gulf, and an altitude of 1,050 feet above sea level gives the city a bracing atmosphere, which is conducive to vigor of body and mind. The people are remarkably energetic, and this is evident to the visitor in the first glance that he gets from the car windows. Their vigor has made Atlanta a leader among cities.

Atlanta's newspapers are easily the first in the South, and the lawyers, ministers and professional men rank high among their fellows. Naturally, the city is a center of progress and development.

A great many people have the impression that Atlanta is a Northern city in the heart of the South, and it is frequently compared to

By transfer

DEC 17 1915



A GROUP OF ATLANTA OFFICE BUILDINGS

Chicago or New York. As a matter of fact, about 95 per cent. of its people were born in the Southern States.

There are within the city limits 154,839 people. The proportion of those engaged in gainful occupations is very large and the steady industry of the population is a guaranty of continued prosperity.

The interest which attaches to Atlanta's past has drawn to the city thousands of men who helped to make history here many years ago. This constant visitation has caused Atlanta to be talked about as no other Southern city has been during the life of this generation.

Another attraction is the magical growth which has never halted and never been fully explained, but seems to have in it something distinctive and different from the rise of any other community. There is an indescribable something about the city which impresses every stranger and fills the mind of the citizen with enthusiasm.

A distinguished visitor at the Atlanta Exposition declared that the region surrounding this city is the most American part of America. The masterful spirit of the Anglo-Saxon is manifest here in the magnificent reconstruction of a city that was burned to the ground forty-four years ago. In the surrounding country the rising tide of industry has overflowed and obliterated the scars of war. General Sherman's army destroyed a hundred millions of property on



ATLANTA
TERMINAL
STATION

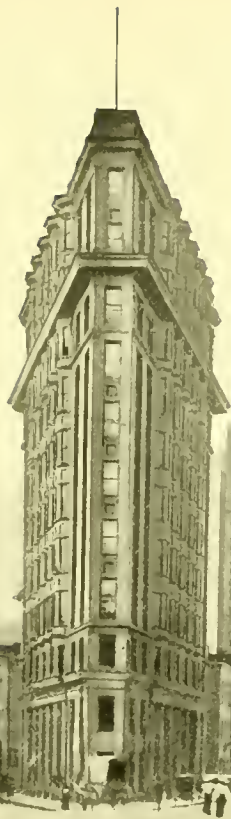
its march through Georgia, and it took many years to make good the loss, but now the State produces, in one year, enough cotton and cotton goods to pay the enormous indemnity of that campaign.

General Sherman was impressed with Atlanta's strategic importance, and pointed out that any port of the Gulf or South Atlantic could be reached from here in twelve hours. The city became headquarters for the Department of the Gulf during the Spanish-American war, and an effort was afterwards made to remove these headquarters to another point, but the government, profiting by that experience, has finally fixed their seat here.

The topographic conditions which gave Atlanta its importance in war have made it the railway and commercial center of the Southeast.

Atlanta stands at a point where the Eastern traffic, flowing down the Appalachian chain, meets in confluence the great stream of commerce from the West to the Southern seaboard. The vast traffic of East and West which flows into Atlanta radiates through the Southeast. Thus, from a railway point of view, Atlanta holds a commanding position and has become the headquarters for a large part of the railroad business done in the Southeastern States.

As the metropolis of the Piedmont region, Atlanta will profit by the great stimulus to trade and industry which will come from the opening of the Panama canal. There are already large exports of cotton goods to China from Geor-



ENGLISH
AMERICAN
BUILDING



EMPIRE
BUILDING

gia and the Carolinas, and this trade will grow rapidly when the short route to the Pacific is opened.

From Cincinnati, the Ohio River gateway of the productive Middle West, the shortest practicable route to the Panama canal is through Atlanta, and the Louisville and Nashville Railway has spent many millions in building a new trunk line between these cities. The Southern Railway, the Seaboard Air-Line, the Atlanta, Birmingham and Atlantic, the Central of Georgia and other systems are connecting up their trunk lines through Atlanta to the Atlantic, the Mississippi, and the Gulf, and this city is on the great highway of American goods moving southward to the sea.

In the anticipation of the immense growth of business, the railroad companies are spending millions of dollars to enlarge their terminal facilities in and around Atlanta. The beautiful new passenger depot was erected by the Southern Railway and associated lines, and large extensions of freight terminals are being made by the Southern and the Louisville and Nashville systems.

The system of local transit, covering 187 miles of electric railway, is one of the best in the country, and is probably the most extensive for a city of Atlanta's size. This has caused a rapid extension of the residence district and beautiful homes have been erected several miles beyond the city limits in several directions.



CENTURY BUILDING



CANDLER BUILDING



FOURTH NATIONAL BANK BLDG.

Steel and stone skyscrapers have shot up in rapid succession and the heart of the city looks like the lower part of Manhattan Island. There is no other city in the South that has the metropolitan appearance Atlanta presents. It has one square mile that can hardly be equalled anywhere on this continent outside of New York, Chicago and Philadelphia.

Atlanta is Southern headquarters for most of the great national corporations that do business in this section. It is the third insurance center of the country, and easily the first in the South. Railways, telegraphs, telephones and many such interests have here their headquarters for from five to twelve States.

The growth of the city is by no means confined to office buildings. The manufactured products of Fulton county, including Atlanta, increased from fifteen to thirty millions from 1900 to 1905 and are now estimated at \$50,000,000. There are nearly twice as many wage-workers and the city is constantly crowded with well-to-do strangers who have come to engage in business. Atlanta's importance as a business center is indicated by the fact that Georgia produces a cotton crop worth \$150,000,000, or more than the gold product of the entire country. The States making up the Southeastern group, of which Atlanta is the natural center, produce a cotton crop worth about five hundred millions, and turn out cotton goods worth one hundred and fifty millions. The total manufactured product of these States is 600 millions. The supply



THE ATLANTA AUDITORIUM-ARMORY

business for all this vast industry is immense, and Atlanta gets a large share of it.

A strong feature of Atlanta's industry is its variety. The people are hospitable to new ideas and are not fastened in old grooves. Home industries are well patronized, and the percentage of success in new industries is very high.

The activity of the Chamber of Commerce has had a happy effect upon the spirit of unity and co-operation among business men. A custom of frequent meetings to talk over matters of general welfare or mutual concern has developed the business men of this city in a remarkable way. The Chamber of Commerce has on commercial Atlanta very much the same influence which the New England town meeting had on the sturdy pioneers in the land of steady habits. This influence is educational along the line of robust self-government and co-operation, and in the midst of the contact of minds a superb spirit of civic pride is generated.

Atlanta is a clean, well-governed city. The tax rate is only 1.14 per cent. on a moderate valuation of property, which aggregates \$130,480,498. The United States census credits Atlanta with the lowest tax rate with two exceptions, on actual value to be found in the South, among cities of over 100,000 population. While the nominal rate is 1.25 it amounts to only .75 on real value. The bonded debt of \$5,245,500 is less than the constitutional limit by



VIEW OF PEACHTREE AND BROAD STREETS, LOOKING SOUTH

over three millions. It is covered by a sinking fund which provides for the payment of all bonds within 30 years from the date of issue.

The fire, police, sanitary and other departments are economically administered and ably managed by efficient chiefs, with the support of able boards of business men.

The city is divided into ten wards, each represented by one alderman and two councilmen. On all appropriations a majority of the aldermanic board and the council in separate sessions must be given.

The water supply is taken from the Chattahoochee River, clarified in a settling basin and filtered before being pumped into the city. The rate to residents is 60 cents per month for each house, and for manufacturers 6 cents per thousand gallons.

Electric power for varied industries is available in and around Atlanta through the development of a large water power on the Chattahoochee River, 18 miles from the city, at Morgan Falls, where a massive masonry and concrete dam has been built by the Atlanta Water and Electric Power Co., and machinery has been installed for the development of water power and its transmission into electric current, which is transmitted to Atlanta. Part of it is used by the Georgia Railway and Electric Company, and the remainder is distributed to manufacturers by the same concern.



PRUDENTIAL
BUILDING

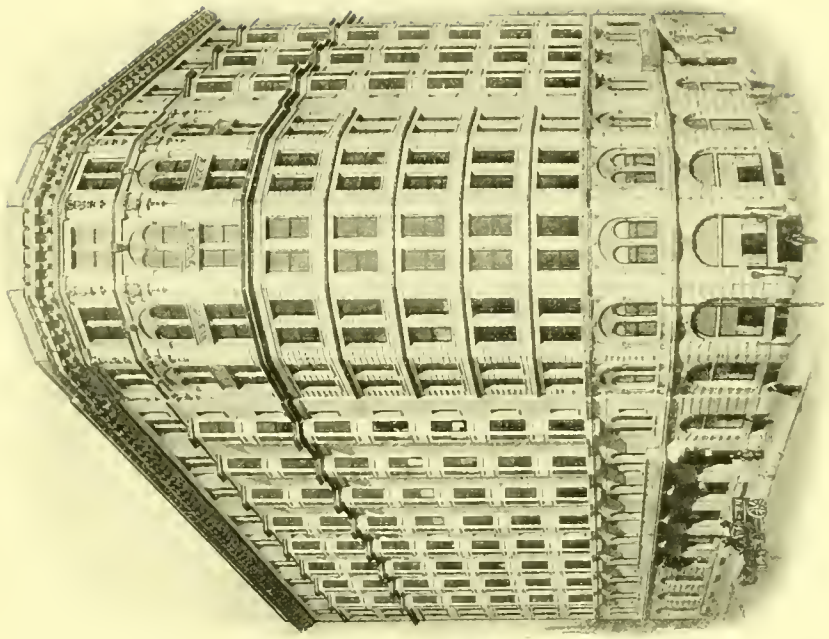


EQUITABLE BUILDING

Atlanta is the greatest publication center in the South. The records at the Post Office Department show that the various publications pay the Government more on second-class matter than it receives from Louisville, New Orleans, San Francisco or Pittsburg. In other respects the records of the post-office show a remarkable growth. A great factor in the upbuilding of the city is its civic pride. However they may be divided on all other questions, the people are a unit on everything that affects the prosperity of the city. The sentiment is so pronounced that it was long ago emphasized by the name "Atlanta Spirit," and the appeal to this spirit is never in vain.

In some respects this city is the most important educational center of the South. Over 21,017 pupils are enrolled in the public schools and 6,000 students entered in institutions of higher education. The finest polytechnic institution in the South is the Georgia "Tech," and its graduates hold important positions all over the world. There are 228 churches, six theatres, several libraries, numerous parks and many beautiful residence streets. Green grass, spacious lawns and shade trees which arch the street in many places, are features which add much to the charms of Atlanta's homes.

Atlanta has for many years been known as the Convention City of the South, and the city has some of the best hotels in the United States. The Piedmont, Kimball and Aragon all entertained Presidents of the United States, and the Majestic and Marion are well known. The Georgian Terrace, a mag-



PIEDMONT HOTEL.

nificent tourist hotel of fireproof construction, in the heart of the beautiful Peachtree residence district is nearing completion, and the Imperial, another new fireproof hotel, at the junction of Peachtree and Ivy Streets, will be open for business in a few months.

The city, in co-operation with public-spirited citizens, led by the Chamber of Commerce, has recently completed the finest Auditorium-Armory in the Southern States. It seats 6,500 people and has a smaller hall for conventions, seating 900.

Atlanta has long been noted for its delightful climate, and the city has become a great resort for tourists and health-seekers. It is hard for people from higher latitudes to realize that Atlanta is a summer resort, cooler by far than the average American city. There are summers here as elsewhere, but not long ones, and the nights are almost always cool and breezy. Very few even of the days are uncomfortably warm.

The suburbs, so easily accessible in every direction by rapid transit, are pictures of restfulness and refreshment. There are golf links, beautiful drives, lakes and beautiful country clubs, known as the Piedmont Driving Club, and the Atlanta Athletic Club.



THE KIMBALL
HOUSE

Atlanta's Growth in Ten Years.

The Figures Given Below Show at a Glance the Wonderful Growth of Atlanta During the Decade Just Ended.

	1910.	1900.
Population	154,839	89,872
Bank Clearings	\$574,164,916	\$96,000,000
Bank Deposits	27,459,300	9,011,902
Bank Capital	4,500,000	1,600,000
Buildings	7,405,950	1,983,144
Area in Square Miles.....	26	11
Assessed Value of Property....	\$130,480,498	\$51,500,000
Miles of Paved Streets.....	166	63.39
Miles of Sewers	172.47	89.33
Miles of Sidewalks	347.79	215
Miles of Electric Railway.....	187	140
Telephones in Use	22,241	4,000
Post Office Receipts.....	\$ 1,950,000	\$ 339,000
Bank Clearings	\$574,164,916	\$96,000,000
Churches	228	140
Public Schools	51-	28
Public School Enrollment	21,017	12,000
Students in Higher Institutions	6,000	4,000

Growth in Manufacturers.

	Census	Census	Estimate
	1900	1905	1910
Invested in Factories.....	\$15,391,178	\$25,757,287	
Value of Products.....	\$15,603,000	\$30,505,000	\$50,000,000
Wage Earners in Factories	8,419	13,700	
Wages Paid	\$ 2,769,404	\$ 5,018,240	

Growth of Rapid Transit.

Passengers Carried Daily by Electric Railway, 1904..	64,383
Passengers Carried Daily by Electric Railway, 1905..	76,986
Passengers Carried Daily by Electric Railway, 1906..	106,541
Passengers Carried Daily by Electric Railway, 1907..	123,421
Passengers Carried Daily by Electric Railway, 1908..	125,167
Passengers Carried Daily by Electric Railway, 1909..	138,600
Passengers Carried Daily by Electric Railway, 1910..	150,685



GRAND OPERA HOUSE



THE ARAGON

Atlanta's Building Record.

	1910
Number Dwellings Erected	1,327
Number Apartment Houses Erected.....	12
Number Factories Erected.....	8
Number Churches Erected	17
Number Business Houses Erected.....	143
Total Value Improvements.....	\$7,405,950

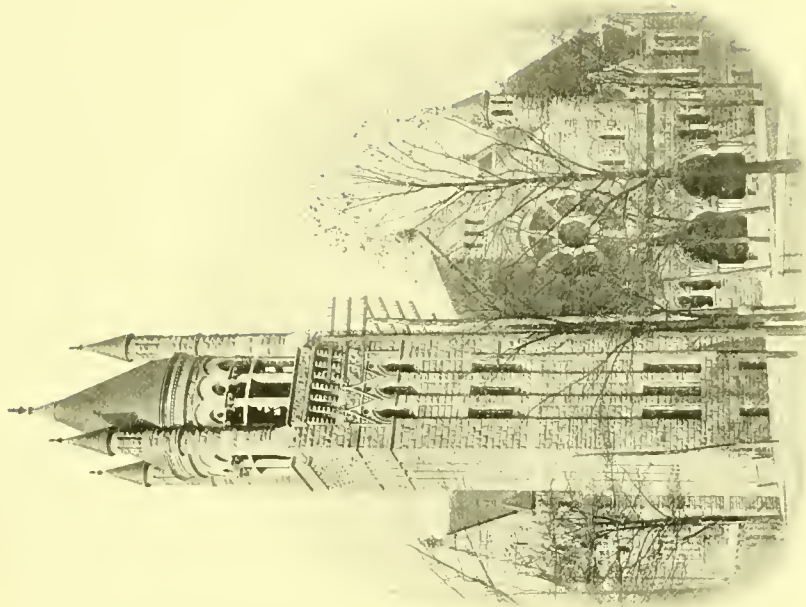
Dwellings Erected Since the Last Census.

Year	(July-Dec.)	Dwellings Erected
1900	230	
1901	691	
1902	701	
1903	1,023	
1904	1,165	
1905	1,205	
1906	1,327	
1907	1,294	
1908	850	
1909	1,222	
1910	1,327	
	10,975	

Real Estate Record for 1910.

(From the Fulton County Daily Report).

	No.	Amount..
Total Transfers	8,709	\$24,091,176.46
Mortgage and Loan Deeds.....	3,236	5,543,209.85
Cancellations	1,417	3,927,525.29



SECOND BAPTIST CHURCH

Georgia's Progress in Ten Years.

Population	2,609,121	2,216,331
Taxable Wealth	\$763,705,365	\$433,323,691
Railroad Property	121,179,989	45,169,278
Negro Property	32,000,000	14,118,720
Farm Products	*22,000,000	104,304,476
Manufactured Products	*220,000,000	94,532,368

STATE BANKS.

Capital, Surplus and Undivided

Profits	\$34,383,919.29	\$11,880,891.60
Deposits	71,274,721.17	22,009,064.14
Loans	84,275,077.95	28,354,705.64
Railroad Earnings (Gross)...	44,171,668.14	22,211,850.05

RAILROAD MILEAGE.

Figures for 1910 were not complete at the date of this publication. For 1909 the mileage was 6,992.83, against 5,614.88 in 1900.

*Statistics for the farm products for 1910 estimated by Prof. Derry of the State Agricultural Department. Manufactured products estimated on increase from 1900 to 1905, as shown by the census, with due allowance for depression following the panic of 1907.

Atlanta As a Metropolis.

The Insurance Center:

Headquarters Southeastern Tariff Association, and nearly all Insurance Companies.

The Railroad Center:

Headquarters Southeastern Freight Association.
Headquarters Southeastern Passenger Association.
Has Sixteen Radiating Lines.



FIRST METHODIST CHURCH



GRADY STATUE

Atlanta as a Metropolis.—Continued.

The News Center:

Southern Headquarters for the Associated Press.
Home of Three Livest Newspapers in the South.

The Telegraph Center:

Headquarters for Western Union and Postal Companies.
Headquarters for Southern Bell Tel. & Tel. Co.

The Telephone Center:

Headquarters for Bell Long Distance Co.
Headquarters for Atlanta Standard Telephone Co.

Electric Railway Center:

More miles of Electric Railway than any city of its size in the country. Headquarters of interurban lines projected to extend over 200 miles.

The Cotton Mill Center:

Metropolis of Georgia, the Carolinas, and Alabama, which spin and weave \$150,000,000 worth of goods a year.

Best Equipped City:

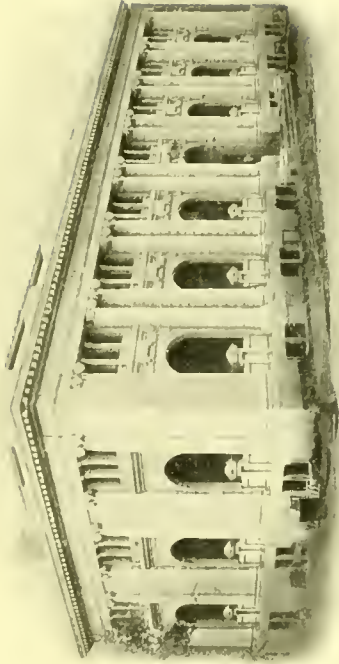
Best built, best paved.
Has more and finer office buildings.
Has more miles of street railway and more telephones than any city of its size in the country.

The Automobile Center:

Best Auto Race Course in the World.

The Auditorium Convention City:

Has the great Auditorium of the South, with two convention halls, the larger seating 6,500.



CARNEGIE LIBRARY



GRADY HOSPITAL

Atlanta as a Metropolis.—Continued.

The Commercial Center:

Best Wholesale Market, business \$100,000,000.

Best Retail Market, business \$35,000,000.

The home of factories making, in 1910, over \$50,000,000 worth of goods, which supply almost any want.

Southern Headquarters for most other manufacturers.

The Religious Center:

Southern Headquarters for most of the great religious denominations.

The Education Center:

Has 27,000 pupils and students enrolled in its institutions

Has the greatest polytechnic school and more kinds of technical schools than any other city in the South.

The Largest Organ:

The Atlanta Auditorium has the greatest organ in the South and possibly in the United States.

The Literary Center:

Has the leading newspapers, eighty trade journals, and the Uncle Remus Home Magazine.

The Financial Center:

Commercial Center of Six Southeastern States, making

Cotton, worth\$ 500,000,000

Cotton Goods, worth 150,000,000

Total Manufactures 600,000,000

Value of Assessed Property 2,500,000,000



NORTH AVENUE PRESBYTERIAN CHURCH

Atlanta as a Place of Residence.

Altitude above sea, 1,050 feet.

Temperature and Rainfall (average of 30 years):

	Temperature.	Rainfall.
January	42 deg.	5.15 inches
April	61 deg.	3.58 inches
July	78 deg.	4.39 inches
October	62 deg.	2.18 inches
Annual	60.9 deg.	48.58 inches

Foundation: Laurentian Granite.

Drainage: Water flows away from Atlanta in every direction, part going into the Atlantic Ocean and part into the Gulf of Mexico.

Water Supply: Freestone, flowing down from the foothills of the Blue Ridge. Rate for domestic use, 60 cents a month.

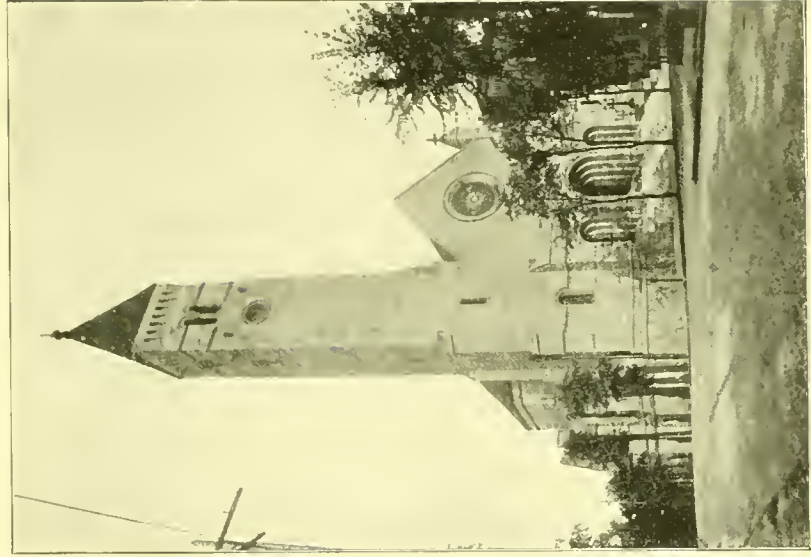
Atlanta air is like Champagne, and the people need no other stimulant. You can see it in their walk and hear it in their talk. They pull together in all kinds of weather.

There is no tonic like the "Atlanta Spirit."

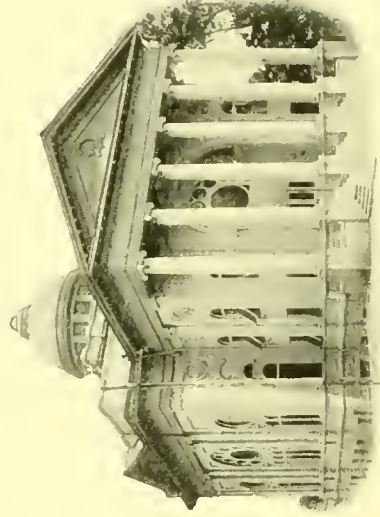
Lowest Tax Rate on Real Value.

A bulletin of the U. S. Census Bureau gives the tax rates on assessed value and real value of property as follows for Southern cities:

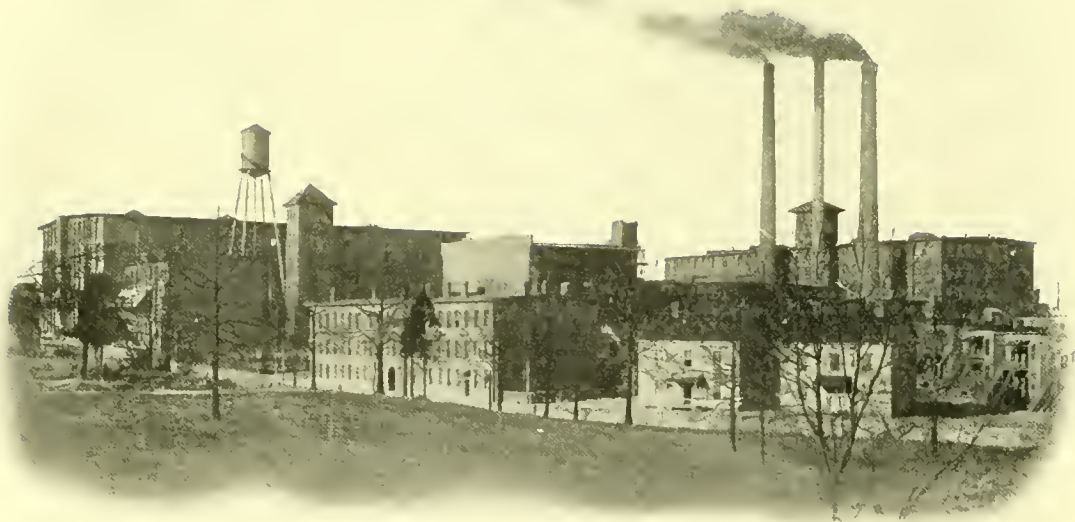
Atlanta	\$1.25	\$0.75
Birmingham	1.00	.40
Mobile	1.35	.67½
Montgomery	1.12	.75
Chattanooga	1.45	1.07
Richmond	1.46	1.22
Savannah	1.45	.67
Dallas	1.65	1.10
Nashville	1.50	1.12
Augusta	1.51	1.00
Houston	2.00	.82
Memphis	1.85	1.82
Louisville	1.86	1.58
New Orleans	2.20	1.65



FIRST BAPTIST CHURCH



JEWISH TEMPLE



FULTON BAG AND COTTON MILLS

ATLANTA
STEEL WORKS
SIDE VIEW



ATLANTA
STEEL WORKS
END VIEW





E. VAN WINKLE GIN & MACHINE WORKS

BLOCK'S CANDY
AND CRACKER
FACTORY



SWIFT
FERTILIZER
WORKS





VIEW OF
NORTH
BROAD
STREET



GEORGIA
SCHOOL OF
TECHNOLOGY



ATLANTA MILLS WITH CAPITOL IN DISTANCE



ELECTRIC POWER PLANT



CHURCH OF THE IMMACULATE CONCEPTION



DOWMAN-DOZIER MANUFACTURING CO.

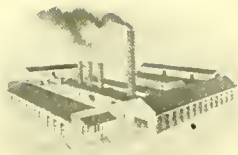
PRATT
LABORATORY



ATLANTA
TILE WORKS



FULTON FOUNDRY AND MACHINE WORKS



SOUTHERN SAW WORKS



GATE CITY COFFIN FACTORY



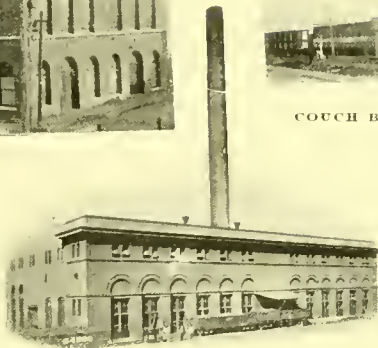
NATIONAL FURNITURE CO'S WORKS



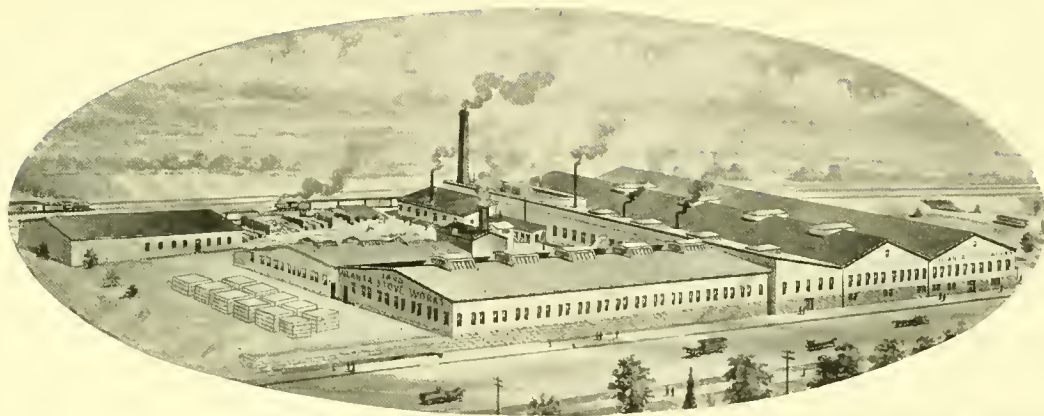
GHOLSTIN-CUNNINGHAM
SPRING BED CO'S FACTORY



COUCH BROS., CO'S WORKS



GEORGIA RAILWAY & ELECTRIC CO'S
POWER PLANT



ATLANTA STOVE
WORKS



ATLANTA CAR WHEEL WORKS



SOUTHERN BRASS WORKS



RESIDENCE
CHARLES A. CONRLIN



RESIDENCE
C. T. LADSON



RESIDENCE LATE GENERAL JOHN B. GORDON



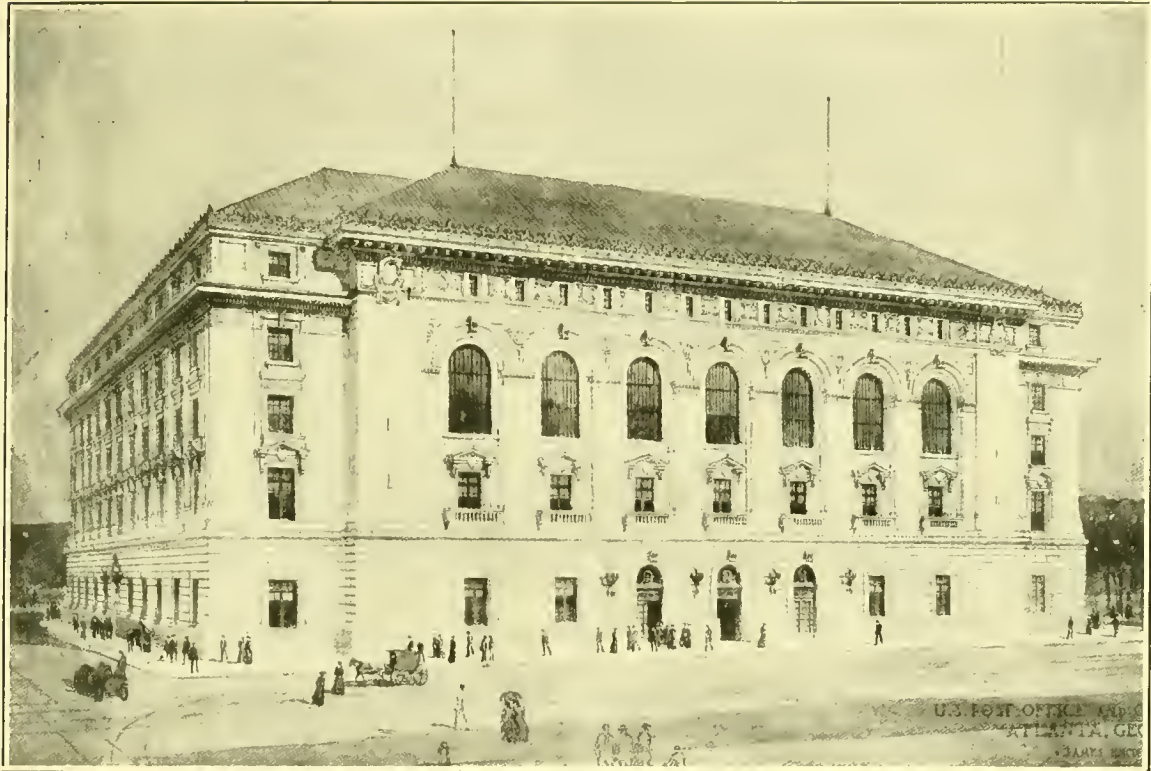
RESIDENCE
ASA G. CANDLER



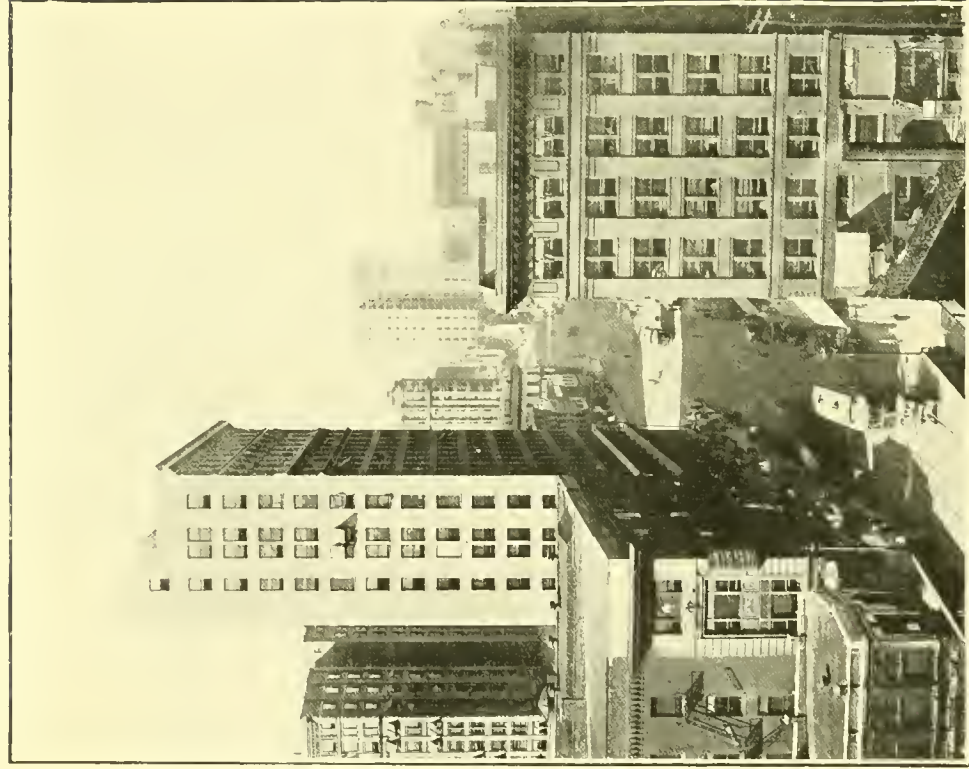
RESIDENCE
JOHN W. GRANT



RESIDENCE JAMES W. ENGLISH, JR.



ATLANTA'S NEW POSTOFFICE



PEACHTREE STREET, LOOKING NORTH

LIBRARY OF CONGRESS



9 014 498 693 3