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Fall 1990

### Rhodes Center

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**HISTORIC STRUCTURE REPORT  
Rhodes Center  
Submitted November 20, 1990**

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## HISTORICAL SIGNIFICANCE

Rhodes Center, Atlanta's first modern shopping center geared towards the automobile, was constructed from September 1937 to June 1938. Increasing suburbanization coupled with rising automobile use made the location of Rhodes Center seem ideal. Due to traffic congestion and restrictions, businesses that relied upon regular easy access migrated towards the suburbs and their clientele. Built on land obtained from the A. G. Rhodes estate the shopping center initially contained the following businesses: Angelo's Restaurant, Anderson & Meggee Beauty Salon, A & P Grocery Store, Custom Dress Shop, Waldrip & Griffin Druggist, Rhodes Center Theater, French Pastry Shop, Yellow Lantern Library, Ann Hagan Shop, Georgia Milk Producers Confederation, Powell Cleaners, Rhodes Center Florist, and the Oasis Liquor Store. By 1945, the Rhodes \$.05 to \$1 Store - a tenant after 1938- , the dress shops and the A & P store had moved. The pharmacy, restaurant, liquor store, barber and beauty shops remained in the center for the next twenty-five years. The close proximity of larger and more convenient retail areas led to the decline of Rhodes Center. Rhodes Theater closed in 1985 and Perkins Pharmacy, the last neighborhood-oriented tenant, moved to a new location in 1987. (See Appendix A for Atlanta City Directory information *and Sanborn Maps*)

The three building complex was designed by the Atlanta architectural firm of Ivey &

Crook. The partnership was established in 1923 by Ernest Daniel Ivey (1887-1966) and Lewis Edmund Crook (1898-1967), both graduates of the Georgia Institute of Technology. The team designed some of Atlanta's and the Southeast's finest residential, sacred and commercial buildings. Their partnership lasted until their deaths in the winter of 1966-1967. Ivey & Crook's "Classical Traditional" style is exemplified by the design of Rhodes Center. (See Appendix B for bibliographic information on Lewis Edmund Crook, Jr.)

Description  
BUILDING CONDITIONS

Rhodes Center maintains much of its original architectural integrity, and consists of three separate units: north, south and west buildings. The main facades are white Georgia [and Tennessee marble] accented with black marble and separated by large plate glass windows. There are vent openings in the black marble below the windows. Burgundy and gray Carrara glass decorates the upper facade of the West building. The wooden doors, which are original, are trimmed with galvanized metal. Some doors have a wood framing piece over the metal and there are transoms above each door in varying sizes. Several period canvas awnings are still in place. Units seven through ten have aluminum awnings. On the west facades of the North and West buildings are original fire hose connections and alarms (probably inoperable). A concrete block addition has been built on to the rear of the West building,;

how about  
sw corner  
alteration

otherwise, the buildings retain their original exterior dimensions. (See Appendix C for scaled drawings of the complex and Appendix D for photographs.)

The shopping center is bounded on the east by Peachtree Street (formerly West Peachtree Street) and on the west by Spring Street (a four-lane one-way street running south). North Rhodes Center is separated from the Rhodes Hall property by a diagonal parking lot that connects Peachtree Street to Spring Street. South Rhodes Center is separated from the Rhodes Hall property by South Rhodes Street ( a one-way street connecting Spring Street to Peachtree Street running east). The intersections of Spring Street and South Rhodes Street and South Rhodes Street and Peachtree Street are controlled by traffic lights. There are eighteen diagonal parking spaces in front of the North building, this is the only designated parking for Rhodes Center. There are curb sidewalks along the front facades of each building. The sidewalks are in generally good condition; however, they are not handicap accessible. Large concrete planters (approximately 3' high and 5' in diameter) are placed along the sidewalk of the North building.

lot opposite West Rhode  
is Rhodes Ctr pkg.

not orig.

CURRENT STATUS or Conditions

The Rhodes Center property is owned by Scott Hudgens Company. There are currently five tenants: an interior decorating/antique shop, a balloon shop, "Youth at

*owner is the problem*

Risk," a framing shop, and an artist's studio. Whether the leasing difficulty is a product of the owner or the location/condition of the buildings is unknown. (See Appendix E for the chain of ownership.)

The three buildings are generally in fair condition. Major structural defects are not apparent. One area of concern is the rear basement wall of the North building. The base of the wall is fifteen to twenty feet below the current grade of the parking lot adjacent to North Rhodes Center. A metal grate covers a five feet wide by fifteen to twenty feet deep trough that runs the length of the building. There is rising damp evident throughout most of the wall, extending from the ground upward to approximately ten feet. Due to the inaccessibility of this area a close inspection was not possible. However, visual inspection from a distance revealed large cracks, chunks of brick and concrete breaking free, and exposed rebar. In many areas there is spalling of the thin stucco coating on the brick. Botanical growth is evident at the base of the wall, a ten feet tree - midway along the building - and other vegetation is growing in the trough.

There is evidence that there is a problem with the roof. The roof was not investigated due to inaccessibility. Spalling plaster and stains were observed inside several of the buildings. There was not enough damage to be a critical problem, but the roofs of all three buildings are a major concern. The roofs are flat with an interior drainage system and the roofing material is not known. The roof on the addition to West



Rhodes Center is also flat and has a rusted-out gutter and downspout system that needs to be replaced. The downspout empties at the foundation so that water flows onto the masonry.

*yes, but, real problem is moisture penetration due to failure to maintain protective coating*

The facades of all three buildings illustrate the effects of ultra-violet rays. The wood frames and sills around the interior of the windows have been damaged by the sunlight, as apparent from the peeling paint and deteriorated caulk.

*ie. poor maintenance*

The interiors have had partition walls added to divide the spaces into various configurations. The ceilings maintain their original height. Most have had acoustical tiles applied; however, units number three and seventeen retain the plaster ceilings.

*might this have been original?*

There are metal vents in the center of the ceilings. These vents were used in association with the vents placed in the black marble under the windows. They provided flow-through ventilation for the space. A turbine mounted on the roof helped the flow of air, pulling the hot air up and the cool air into the building.

The floor coverings throughout the units are of varying types and condition. For example unit eight has three layers of tile, while unit six has a finished hardwood floor. The majority of the units have wall-to-wall carpeting.

Parking currently is not a problem because there are so few businesses located in the complex. In addition, the complex is not handicapped accessible. To utilize the space

in any way these problems will need to be addressed in the planning stage.

## PLANNING OPTIONS

The first option for the property is to demolish the three buildings. This is not believed to be a viable planning option. Rhodes Center is an important historic resource and its condition is too good for demolition to be warranted.

The second option is to revitalize the buildings as a retail complex. Rhodes Center has never been successful as a neighborhood shopping center. There is a possibility that reasonable success could be realized if an integrated approach were adopted. All of the retail concerns would need to cater to the large office buildings located within walking distance of Rhodes Center and specialize in delivery and/or pick up services. Examples of these kinds of businesses are meal delivery, shoe repair, photo processing, airline ticket pick up, express mail, florist, and dry cleaning/laundry. It must be stressed that although this is an option, it is not likely to be successful or a recommended course of action.

Why?

Why not both?

The third option is to adaptively use the space as a health care complex. An integrated approach such as this would be likely to succeed because of its close proximity to three major hospitals: Georgia Baptist, Piedmont and Crawford Long.

The type of practitioners the complex should be marketed towards are those health care professionals that do not have seriously ill clientele. The West building could be used as a physical and occupational therapy center. In order for this project to be feasible, parking needs should be addressed. One parking solution would be to obtain the lot across Spring Street and safe crossing should be secured. A second solution would be to obtain the parking lot behind the North building, making it a paid hourly lot. The diagonal spaces in front of the North building should all be designated as handicapped parking.

How many spaces would this obtain?  
How many are needed?

#### STABILIZATION

If the complex is not demolished and future use is planned for the facility deficiencies must be addressed to prevent further deterioration. Repair of all roof problems should precede any other work. Most importantly, the drainage system must be thoroughly checked for blockage, leaks, and backsplash.

The moisture problems in the north wall of North Rhodes Center needs to be eliminated. The vegetation, mold, and fungus must be removed so the extent of drainage problems can be assessed. There is a drain under the parking lot which may be blocked keeping water in the trough. The condition of the mortar at the base of the

is this practical

wall needs to be evaluated. The structural condition of the wall is probably sound; however, a structural engineer should be consulted prior to any work. It is recommended that a vapor barrier be placed between the foundation and the brick wall. All mortar joints will require repointing using mortar mixed to match the hardness of the brick. Broken bricks should be replaced to blend with the existing material. Monitoring of major cracks will be necessary to determine movement or growth. Active changes may be indicative of settling or poor drainage.

All of the facades will need to be cleaned. Given the porous nature of marble, chemicals, harsh abrasive cleaning techniques, or high water pressure should be avoided. A low pressure water system with a mild detergent should adequately clean the surface. There is a small section of marble that has recently been spray-painted with black paint. This area should be cleaned with the most gentle means possible. The technique used to clean this area will be more detrimental to the marble than the rest of the cleaning process. Therefore, a small test area should be chosen for the harsher method to determine the effects on the marble.

To eliminate the public safety hazard the Carrara glass poses will require a thorough analysis of the mastic compound. Damaged panels should be repaired and, if possible, replacement panels located, marked and installed.

Exterior details such as the awnings and lighting should be restored using materials

↑  
explain

and mechanisms to match the few surviving examples. Holes in the metal frames around the doors and windows should be filled with an epoxy compound and sanded prior to priming and painting. The metal vents in the black marble below the plate glass windows should have the existing paint removed before priming and repainting.

The turbine ventilation system should be fully operable in all of the units. The historic ventilation system would be available to allow the tenants an alternative during the cooler months or if the air conditioning fails. The heating, ventilation, and air conditioning system (HVAC) should be mounted on the roofs of the buildings (North Rhodes Center could utilize the basement space for this purpose). All ducts for existing HVAC units should be removed from the interior and the systems upgraded. Some of the units appear to be heated by local space heaters; these need to be removed. Window air conditioners in South Rhodes Center should also be removed. The consolidation of all HVAC into one system will be more efficient, less space consuming, and more aesthetically pleasing.

The electrical system will need to be upgraded to accommodate the HVAC and other new systems (i.e., appliances, computers, office machines, etc.). There appears to be many non-functioning electric lines throughout the buildings that need to be removed. Lighting should be improved in the buildings, around the entrances, emergency exits, paths of egress, and stairways. New lighting should be efficient yet sensitive to the

historic character of the buildings. A fire and intrusion security system must be installed to provide adequate security for the complex.

Only one bathroom was observed during the assessment of the property. Assuming it is a representative sample of the plumbing system there will need to be a major upgrade. The original bathroom fixtures need to be identified and preserved while augmenting all spaces to accommodate handicapped individuals. This will eliminate the need for one large public restroom. The pipes may need to be replaced. Several exterior pipes were viewed and one piece of PVC pipe at the end of North Rhodes Center had completely shattered. All pipes should be placed inside to prevent freezing.

#### PERPETUAL CARE

Continuing maintenance of the interior spaces will depend upon its use. If the medical facility is the chosen option the majority of the interiors will have modern, non-absorbent materials covering the historic fabric. This will facilitate frequent cleaning with strong disinfectants.

All outside surfaces should be cyclically cleaned to prevent deterioration and damaging buildups of dirt. Metal surfaces should regularly be checked for rusting. If

it is found the surface should be wirebrushed, primed, and repainted. All painted surfaces need to be checked periodically for cracking, peeling, and chalking. Deteriorated paint should be carefully assessed to determine the causes of failure. Appropriate steps should be taken to rectify the underlying problem before repainting. All exterior seams, joints, and cracks should be caulked to prevent moisture and dirt from the entering the wall cavity. As caulk hardens and deteriorates it should be removed and fresh caulk applied. The roof drainage and downspout system needs to be kept clear of all debris. These areas should be cleaned two to four times a year. Replacement of damaged gutters and/or downspouts is a necessity to prevent moisture intrusion to the building fabric. (See Appendix F for Cyclical Maintenance for Historic Buildings.)

**APPENDIX A**  
Atlanta City Directory  
*and*  
*Sanborn Maps*



The following information was obtained from the Atlanta City Directories. The information is listed in the manner that it was listed in the directories - no punctuation, abbreviations and misspellings. We have included the page numbers for easy reference.

The information indicates a shopping area that was constantly changing. The initial plan for a local shopping area apparently did not succeed. The businesses geared toward the neighborhood were soon replaced by offices. Most tenants stayed only a few years in the location.

The most notable exceptions were the drug store, beauty salon, liquor store and theatre. The drug store, although under three names, was in operation in Store #11 from 1939 to 1987. Store #2 contained a beauty salon from 1939 until 1985. A liquor store operated in Store #17 from 1939 until 1972. A second liquor store was in operation from 1939 until 1966 in Store #3a. The movie theatre was in operation for 47 years, from 1939 until 1986.

The center apparently suffered from the lack of parking and later the change in the traffic flow. The change in the neighborhood from houses and apartments to office buildings also affected the types of businesses needed in the center.

City Directory - 1939

Rhodes Center North, NW

p. 1746

- 1 Angelo's Restaurant
- 2 Anderson & McGee Beauty Shop
- 3a Rhodes Center Liquor Store
- 3 National Grain Yeast Corp
- 4 Stanton Rich H jr
- 5 vacant
- 6 vacant
- 7 Fiscus Henry baker
- 8 vacant
- 9 vacant
- 10 vacant

Rhodes Center South, NW

p. 1746

- 11 Waldrep & Griffin drugs
- 11a Rhodes Theatre
- 12 Boston Zenobia library
- 13 Brown Mary Mrs women's furngs
- 14 Ga Milk Producers Confederation (br)
- 15 Powell's Cleaners (br) clo clnrs
- 16 Alley Alvin R florist
- 17 Mitchell Jas R liquors
- 17a Mitchell Jas R gro

Spring Street, NW

p. 1771

- 1515 A & P Food Stores (br) gros

City Directory - 1940

North Rhodes Center, NW

p. 1814

- 1 May Air Restaurant
- 2 Anderson & MeGee Beauty Shop
- 3a Rhodes Center Liquor Store
- 3 National Grain Yeast Corp
- 4 Zeigler Alf P chiroprator
- 5 vacant
- 6 vacant
- 7 Fiscus Henri baker
- 8 Rhodes Center 5¢ to \$1.00 Store
- 9 vacant
- 10 vacant

South Rhodes Center, NW

p. 1909

- 11 Waldrep & Griffin drugs
- 11a Rhodes Theatre
- 12 Boston Zenobia library
- 13 Brine Mary Mrs women's furngs
- 14 Ga Milk Producers Confederation (br)
- 15 vacant
- 16 vacant
- 17 Mitchell Jas R liquors
- 17a vacant

Spring Street, NW

p. 1912

- 1515 A & P Food Stores (br) gros

City Directory - 1941

North Rhodes Center, NW p. 1911  
1 Rhodes Restaurant  
2 Anderson & McGee Beauty Shop  
3a Rhodes Center Liquor Store  
3 National Grain Yeast Corp  
4 Southeastern Motor Coach Tariff Bureau Inc  
5 vacant  
6 Me Yere Shirt Co mfrs  
7 vacant  
8 U S CCC Mortor Repr Div No 2  
10 Rhodes A G & Sons Inc real est

South Rhodes Center, NW p. 2008  
11 Rhodes-Center Pharmacy  
11a Rhodes Theatre  
12 Boston Zenobia library  
13 vacant  
14 Ga Milk Producers Confederation (br)  
15 Evans Jesse L barber  
16 U S Selective Service Board of Fulton County No 8  
17 Mitchell Jas R liquors  
17a Coca-Cola Bottlers Assn

Spring Street, NW p. 2010  
1515 A & P Food Stores (br) gros

City Directory - 1942

North Rhodes Center, NW

p. 2359

- 1 Rhodes Restaurant
- 2 Anderson & McGee Beauty Shop
- 3a Rhodes Center Liquor Store
- 3 National Grain Yeast Corp
- 4 Southeastern Motor Coach Tariff Bureau Inc
- 5 U S Geological Survey
- 6 Me Yere Shirt Co mftrs
- 8 U S CCC Motor Repr Div No 2
- 10 Rhodes A G & Sons Inc real est

South Rhodes Center, NW

p. 2456

- 11 Rhodes-Center Pharmacy
- 11 1/2 Rhodes Theatre
- 12 Yellow Lantern Library
- 14 Ga Milk Producers Confederation (br)
- 15 Evans Jesse L barber
- 16 Fulton County Selective Service Board No 8
- 16 1/2 Brantley W B Construction Co
- 17 Oasis Liquor Store The
- 17a Coca-Cola Bottlers Assn

Spring Street, NW

p. 2460

- 1515 A & P Food Stores (br) gros

City Directory - 1943

North Rhodes Center, NW

p. 310

- 1 Rhodes Restaurant
- 2 Anderson & Megee Beauty Shop
- 3a Rhodes Center Liquor Store
- 3 U S Geological Survey
- 4 Southeastern Motor Coach Tariff Bureau Inc
- 5 vacant
- 7 Bell Aircraft Corp (employment office)
- 10 Rhodes A G & Sons Inc real est

South Rhodes Center, NW

p. 406

- 11 Rhodes-Center Pharmacy
- 11 1/2 Rhodes Theatre
- 12 Yellow Lantern Library
- 14 vacant
- 15 Evans Jesse L barber
- 16 Fulton County Selective Service Board No 8
- 16 1/2 vacant
- 17 Oasis Liquor Store The (br)
- 18 Coca-Cola Bottlers Assn

Spring Street, NW

p. 409

- 1515 US Army Air Force (Map Chart Div Regional Store)

City Directory - 1944

North Rhodes Center, NW

p. 199

- 1 Rhodes Restaurant
- 2 Anderson & McGee Beauty Shop
- 3a Rhodes Center Liquor Store
- 3 U S Geological Survey
- 4 vacant
- 5 vacant
- 6 Southeastern Bus Traffic Assn Inc
- 7 U S Army Airways (hdqs)
- 10 Rhodes A G & Sons Inc real est

South Rhodes Center, NW

p. 260

- 11 Rhodes-Center Pharmacy
- 11 1/2 Rhodes Theatre
- 12 Yellow Lantern Library
- 14 vacant
- 15 Evans Jesse L barber
- 16 Fulton County Selective Service Board No 8
- 16 1/2 vacant
- 17 Oasis Liquor Store The (br)
- 18 Coca-Cola Bottlers Assn

Spring Street, NW

p. 262

- 1515 US Army Air Force (Map Chart Div Regional Store)

City Directory - 1945

North Rhodes Center, NW

p. 202

- 1 Rhodes Restaurant
- 2 Anderson & McGee Beauty Shop
- 3a Rhodes Center Liquor Store
- 3 U S Geological Survey
- 4 vacant
- 5 vacant
- 6 Southeastern Bus Traffic Assn Inc
- 7 U S Army Airways (hdqtrs)
- 8 Worthington Pump & Mach Corp
- 10 Rhodes A G & Sons Inc real est

South Rhodes Center, NW

p. 264

- 11 Rhodes-Center Pharmacy
- 11 1/2 Rhodes Theatre
- 12 Yellow Lantern Library
- 14 Evans F J Engineering Co
- 15 Evans Jesse L barber
- 16 Fulton County Selective Service Board No 8
- 16 1/2 vacant
- 17 Oasis Liquor Store The (br)
- 18 Coca-Cola Bottlers Assn

Spring Street, NW

p. 267

- 1515 US Army Air Force (Aeronautical Chart Regional Store)



City Directory - 1947

North Rhodes Center, NW

p. 163

- 1 Rhodes Restaurant
- 2 Anderson & McGee Beauty Salon
- 3a Rhodes Center Liquor Store
- 3 Minneapolis-Honeywell Regulator Co
- 4 " htg and air control
- 5 "
- 6 Southeastern Bus Traffic Assn Inc
- 7 Products Engineering Co htg equip  
Calimode Corp furnaces
- 8 Worthington Pump & Mach Corp
- 9-10 Rhodes A G & Sons Inc real est

South Rhodes Center, NW

p. 213

- 11 Rhodes-Center Pharmacy
- 11 1/2 Rhodes Theatre
- 12 Yellow Lantern Library
- 14 Melchor Jamie Realty Co  
Dorsey Roy & Co real est
- 15 Evans Jesse L barber
- 16 Evans F J Engineering Co combustion equip
- 16 1/2 Ray Candis O Agcy adv
- 17 Oasis Liquor Store The
- 18 Coca-Cola Bottlers Assn

Spring Street, NW

p. 214

- 1515 Family Fund Life Ins Co

City Directory - 1948-49

North Rhodes Center, NW p. 183  
1 Rhodes Restaurant  
2 Anderson & McGee Beauty Shop  
3a Rhodes Center Liquor Store  
3 Minneapolis-Honeywell Regulator Co  
4 " htg & air control  
5 "  
6 Southeastern Bus Traffic Assn Inc  
8 Worthington Pump & Mach Corp  
9-10 Rhodes A G & Sons Inc real est

South Rhodes Center, NW p. 238  
11 Rhodes-Center Pharmacy Inc  
11a Rhodes Theatre  
12 Yellow Lantern Library  
14 Dorsey Roy & Co real est  
15 Evans Jesse L barber  
16 Evans F J Engineering Co combustion equip  
16 1/2 Ray Candis O Agcy adv  
17 Oasis Liquor Store The  
18 Coca-Cola Bottlers Assn

Spring Street, NW p. 240  
1515 Family Fund Life Ins Co

City Directory - 1950

North Rhodes Center, NW p. 202

- 1 Rhodes Restaurant
- 2 Anderson & McGee Beauty Shop
- 3a Rhodes Center Liquor Store
- 3 Minneapolis-Honeywell Regulator Co
- 4 " htg & air control
- 5 "
- 6 Southeastern Bus Traffic Assn Inc
- 8 Worthington Pump & Mach Corp
- 9-10 Rhodes Inc (ofc) furn
- Rhodes A G & Sons Inc real est

South Rhodes Center, NW p. 261

- 11 Rhodes-Center Pharmacy Inc
- 11a Rhodes Theatre
- 12-14 Yellow Lantern Library
- 15 Evans Jesse L barber
- 16 Evans F J Engineering Co combustion equip
- 16 1/2 Robin Morris wtch repr
- 17 Oasis Liquor Store The
- 18 Coca-Cola Bottlers Assn

Spring Street, NW p. 263

- 1515 Family Fund Life Ins Co

City Directory - 1951-52

North Rhodes Center, NW

p. 222

- 1 Rhodes Restr
- 2 Anderson & McGee Beauty Shop
- 3a Rhodes Center Liquor Store
- 3 Minneapolis-Honeywell Regulator Co
- 4 " htg & air control
- 5 "
- 6 Southeastern Bus Traffic Assn Inc
- 7 Breidert G C Co The mfrs agts  
Clayton & Lambert Mtg Co  
Sellers Engineering Co  
Webster Engineering Co  
Evans F J Engineering Co  
Surface Combustion Corp mfrs agts
- 8 Worthington Pump & Mach Corp
- 10 Rhodes Inc (ofc) furn  
Rhodes A G Enterprises Inc real est  
Rhodes Development Co real est  
Perdue-Collins Realty Co

South Rhodes Center, NW

p. 290

- 11 Rhodes-Center Pharmacy Inc
- 11a Rhodes Theatre
- 12-14 Yellow Lantern Library
- 15 Rhodes Center Barber Shop
- 16 Genl Mills Inc (dist ofc)
- 16 1/2 N S Co jwlrs
- 17 Oasis Liquor Store The
- 18 Coca-Cola Bottlers Assn

Spring Street, NW

p. 292

- 1515 Family Fund Life Ins Co

City Directory - 1953

North Rhodes Center, NW

p. 230

- 1 Rhodes Restr
- 2 Anderson & Megee Beauty Shop
- 3a Rhodes Center Liquor Store
- 3 Family Fund Life Ins Co (ofc)
- 4 "
- 5 "
- 6 Southeastern Bus Traffic Assn Inc
- 7 Breidert G C Co The mfrs agts  
Clayton & Lambert Mtg Co  
Sellers Engineering Co mfrs agts  
Webster Engineering Co  
Evans F J Engineering Co  
Surface Combustion Corp mfrs agts
- 8 Worthington Corp
- 10 Rhodes Inc (ofc) furn  
Rhodes A G Enterprises Inc real est  
Rhodes Development Co real est  
Perdue-Collins Realty Co

South Rhodes Center, NW

p. 302

- 11 Rhodes-Center Pharmacy Inc
- 11a Rhodes Theatre
- 12-14 Yellow Lantern Library
- 15 Rhodes Center Barber Shop
- 16 Genl Mills Inc (dist ofc)
- 16 1/2 Nahlik Robt M jwlr
- 17 Oasis Liquor Store The
- 18 Coca-Cola Bottlers Assn

Spring Street, NW

p. 304

- 1515 Family Fund Life Ins Co

City Directory - 1954

Not Listed

City Directory - 1955

North Rhodes Center, NW p. 204

- 1 Rhodes Restr
- 2 Anderson & Megee Beauty Shop
- 3a Rhodes Center Liquor Store
- 3 Family Fund Life Ins Co (ofc)
- 4 "
- 5 "
- 6 Southeastern Bus Traffic Assn Inc
- 7 Breidert G C Co The mfrs agts  
Sellers Engineering Co mfrs agts  
Webster Engineering Co  
Evans F J Engineering Co  
Surface Combustion Corp mfrs agts
- 8 Worthington Corp pump & mach
- 10 Rhodes Inc (ofc) furn  
Rhodes A G Enterprises Inc

South Rhodes Center, NW p. 270

- 11 Rhodes-Center Pharmacy Inc
- 11a Rhodes Theatre  
Storey Theatres Inc (ofc)
- 12-14 Yellow Lantern Library
- 15 Rhodes Center Barber Shop
- 16 Genl Mills Inc (dist ofc)
- 16 1/2 Nahlik Robt M jwlr
- 17 Oasis Liquor Store The
- 18 Coca-Cola Bottlers Assn

Spring Street, NW p. 272

- 1515 Family Fund Life Ins Co

City Directory - 1956

North Rhodes Center, NW

p. 2396

- 1 Rhodes Restr
- 2 Anderson & McGee Beauty Shop
- 3a Rhodes Center Liquor Store
- 3 Family Fund Life Ins Co (side)
- 4 "
- 5 "
- 7 Evans F J Engineering Co mfrs agts
- 8 Worthington Corp pumps & machy
- 10 Rhodes Inc (ofc) furn

South Rhodes Center, NW

p. 2465

- 11 Rhodes-Center Pharmacy Inc
- 11a Rhodes Theatre
- Storey Theatres Inc (ofc)
- 12-14 Yellow Lantern Library
- 15 Rhodes Center Barber Shop
- 16 Rhodes A G Enterprises Inc real est
- 16 1/2 Nahlik Robt M jwlrs
- 17 Oasis Liquor Store The
- 18 General Mills Inc (dist ofc)

Spring Street, NW

p. 2468

- 1515 Family Fund Life Ins Co

City Directory - 1957

North Rhodes Center, NW p. 344  
1 Rhodes Restr  
2 Anderson & McGee Beauty Shop  
3a Rhodes Center Liquor Store  
3 Wallace Tiernan Inc elec engs  
4 Family Fund Life Ins Co (printing dept)  
5 "  
6 "  
7 Evans F J Engineering Co htg equip (dist ofc)  
8 Worthington Corp pumps & machy  
10 Rhodes Inc (ofc) furn

South Rhodes Center, NW p. 452  
11 Rhodes-Center Pharmacy Inc  
11a Rhodes Theatre  
Storey Theatres Inc (ofc)  
12-14 Yellow Lantern Library  
15 Rhodes Center Barber Shop  
16 Rhodes A G Enterprises Inc real est  
16 1/2 Nahlik Robt M jwlrs  
17 Oasis Liquor Store The  
18 General Mills In (dist ofc)

Spring Street, NW p. 455  
1515 Family Fund Life Ins Co

NOTE: This is the first year that telephone numbers were included. Previously, the symbol of a bell denoted that a business had a telephone.



City Directory - 1958-59

North Rhodes Center, NW

p. 339

- 1 Rhodes Restr
- 2 Anderson & McGee Beauty Shop
- 3a Rhodes Ceter Liquor Store
- 3 Wallace Tiernan Inc elec engs  
Electro Rust-Proofing Copr (br)
- 4 Family Fund Life Ins Co (printing dept)
- 5 "
- 6 "
- 7 Evans F J Engineering Co bldg equip (dist ofc)
- 8 Worthington Corp pumps & machy
- 10 Rhodes Inc (ofc) furn

South Rhodes Center, NW

p. 447

- 11 Rhodes-Center Pharmacy Inc
- 11a Rhodes Theatre  
Storey Theatres Inc (ofc)
- 12-14 Yellow Lantern Library
- 15 Rhodes Center Barber Shop
- 16 Rhodes A G Enterprises Inc real est
- 16 1/2 Nahlik Robt M jwlrs
- 17 Oasis Liquor Store The
- 18 vacant

Spring Street, NW

p. 450

- 1515 Family Fund Life Ins Co

City Directory - 1960

North Rhodes Center, NW p. 339

- 1 vacant
- 2 Anderson & McGee Beauty Shop
- 3a Rhodes Center Liquor Store
- 3 vacant
- 4 Family Fund Life Ins Co (prntg dept)
- 5 "
- 6 "
- 7 Evans F J Engineering Co (dist ofc) bldg equip
- 8 Worthington Corp pumps & machy
- 10 Rhodes Inc (ofc) furn

South Rhodes Center, NW p. 457

- 11 Rhodes-Center Pharm Inc
- 11a Rhodes Theatre
- Storey Theatres Inc (ofc)
- 12-14 Yellow Lantern Library
- 15 Rhodes Center Barber Shop
- 16 Rhodes A G Enterprises Inc real est
- 16 1/2 Nahlik Robt M jwlr
- 17 Oasis Liquor Store The
- 18 Turner Realty Co
- Southland Assocs Inc

Spring Street, NW p. 460

- 1515 Family Fund Life Ins Co

City Directory - 1961

North Rhodes Center, NW p. 342

- 1 Morgan Robt Studios dance instruction
- 2 Anderson & McGee Beauty Shop
- 3a Rhodes Center Liquor Store
- 3b Simplex Time Recorder Co time equip
- 4 Family Fund Life Ins Co (prntg dept)
- 5 "
- 6 "
- 7 Evans F J Engineering Co (dist ofc) bldg equip
- 10 Rhodes Inc (ofc) furn

South Rhodes Center, NW p. 450

- 11 Rhodes-Center Pharm Inc
- 11a Rhodes Theatre
- Storey Theatres Inc (ofc)
- 12-14 Yellow Lantern Library
- 15 Rhodes Center Barber Shop
- 16 Rhodes A G Enterprises Inc real est
- 16 1/2 Nahlik Robt M jwlrs
- 17 Oasis Liquor Store The
- 18 vacant

Spring Street, NW p. 453

- 1515 Family Fund Life Ins Co

City Directory - 1962

North Rhodes Center, NW

p. 377

- 1 Atl Dance Club
- 2 Anderson McGee Beauty Shop
- 3a Rhodes Center Liquor Store
- 3b Simplex Time Recorder Co time equip
- 4 Family Fund Life Ins Co (prntg dept)
- 5 "
- 6 "
- 7 Evans F J Engineering Co (dist ofc) bldg equip
- 10 Rhodes Inc (ofc) furn

South Rhodes Center, NW

p. 497-8

- 11 Perkins Drug Store (side ent)
- 11a Rhodes Theatre
- Storey Theatres Inc (ofc)
- 12-14 Yellow Lantern Library
- 15 Rhodes Center Barber Shop
- 16 Rhodes A G Enterprises Inc real est
- 16 1/2 Nahlik Robt M jwlrs
- 17 Oasis Liquor Store The
- 18 Family Fund Life Ins Co (agcy dept)

Spring Street, NW

p. 501

- 1515 Family Fund Life Ins Co

City Directory - 1963

North Rhodes Center, NW

p. 378

- 1 Atl Dance Club
- 2 Anderson McGee Beauty Shop  
Cataloyne Raymond M beauty shop  
Long Darlene Mrs beauty shop
- 3a Rhodes Center Liquor Store
- 3b Hall Morris A archt
- 4 Georgian Coin Galleries Inc
- 5-6 vacant
- 7 Evans F J Engineering Co Inc mfrs agt
- 10 Rhodes Inc (ofc) furn

South Rhodes Center, NW

p. 508

- 11 Perkins Drug Store (side ent)
- 11a Rhodes Theatre  
Storey Theatres Inc (ofc)
- 12-14 Yellow Lantern Library
- 15 Rhodes Center Barber Shop
- 16 Rhodes A G Enterprises Inc real est
- 16 1/2 Nahlik Robt M jwlrs
- 17 Oasis Liquor Store The
- 18 Family Fund Life Ins Co (ageny dept)

Spring Street, NW

p. 512

- 1515 vacant

City Directory - 1965

North Rhodes Center, NW

p. 373

- 1 vacant
- 2 Anderson-McGee Beauty Shop  
Cataloyne Raymond M hair stylist
- 3a Rhodes Center Liquor Store
- 3b Hall Morris & Peter Norris Archts
- 4 Ga Amalgamated Ins Inc genl agts
- 5 vacant
- 6 Film Circus Inc film processing
- 7 Evans F J Engineering Co Inc mfrs agt
- 10 Rhodes Inc (ofc) furn

South Rhodes Center, NW

p. 503

- 11 Perkins Drug Store (side ent)
- 11a Rhodes Theatre  
Storey Theatres Inc (ofc)
- 12-14 Yellow Lantern Library
- 15 Rhodes Center Barber Shop
- 16 McKey Management Co  
Pearce Eug L jr (ofc)
- 16 1/2 Nahlik Robt M jwlrs  
Sheriff John D wtch repr
- 17 Oasis Liquor Store The
- 18 Family Fund Life Ins Co (ageny dept)  
United Family Life Ins Co (dist ofc)

Spring Street, NW

p. 506

- 1515 Dynacolor Corp film mfrs

City Directory - 1966

North Rhodes Center, NW

p. 379

- 1 vacant
- 2 Anderson-McGee Beauty Shop  
Cataloyne Raymond M hair stylist
- 3a Rhodes Center Liquor Store
- 3b Hall Morris & Peter Norris Archts
- 4 Ga Amalgamated Ins Inc genl agts
- 5 Daugherty Edw L landscape
- 6 vacant
- 7 Evans F J Engineering Co Inc mfrs agt  
Interstate Securities Co inv
- 10 Rhodes Inc (ofc) furn

South Rhodes Center, NW

p. 516

- 11 Perkins Drug Store (side ent)
- 11a Rhodes Theatre  
United Vendors Inc concessions
- 12-14 Yellow Lantern Inc
- 15 Rhodes Center Barber Shop
- 16 McKey Management Co  
Pearce Eug L jr (ofc)
- 16 1/2 Nahlik Robt M jwlrs  
Sheriff John D watch repr
- 17 Oasis Liquor Store The
- 18 Family Fund Life Ins Co (agcy dept)  
United Family Life Ins Co

Spring Street, NW

p. 519

- 1515 Dynacolor Corp film mfrs

City Directory - 1967

North Rhodes Center, NW

p. 216

- 2 Anderson-McGee Beauty Salon  
Cataloyne Raymond M hair stylist
- 3a vacant
- 3b Hall Morris & Peter Norris Architects
- 4 Dougherty Wm Archt  
Hirsch Ben Archt
- 5 Daugherty Edw L landscape archt
- 6 vacant
- 7 Clements R L & Co mfrs agt
- 8 vacant
- 10 Rhodes Inc furn

South Rhodes Center, NW

p. 297

- 11 Rhodes Theatre  
United Vendors Inc
- 12-14 Yellow Lantern Inc books
- 15 Rhodes Center Barber Shop
- 16 McKey Management Co real est  
Pearce Eug L jr ofc
- 16 1/2 Nahlik Robt M jwlr  
Sheriff John D wtch repr
- 17 Oasis Liquor Store The
- 18 Family Fund Life Insurance Co  
United Family Life Insurance Co

Spring Street, NW

p. 299

- 1515 Dynacolor Corp photographic apparatus

Peachtree Street, NW

p. 242

- 1504 Perkins Drug Store



City Directory - 1968

North Rhodes Center, NW p. 208  
2 Anderson-McGee Beauty Salon  
3a vacant  
3b Hall Morris & Peter Norris Architects  
4 Dougherty Wm archt  
Hirsch Benj archt  
5 Daugherty Edw L landscape archt  
6 Capital Credit Corp  
7 Clements R L & Co mfrs agt  
8 vacant  
10 Rhodes Inc furn

South Rhodes Center, NW p. 283  
11 Rhodes Theatre  
12 Yellow Lantern Inc books  
15 Rhodes Center Barber Shop  
16 McKey Management Co real est  
Pearce Eug L jr ofc  
16 1/2 Nahlik Robt M jwlr  
Sheriff John D wtch repr  
17 Oasis Liquor Store The  
18 vacant

Spring Street, NW p. 285  
1515 Dynacolor Corp photographic apparatus

Peachtree Street, NW p. 234  
1504 Perkins Drug Store

City Directory - 1969

North Rhodes Center, NW p. 209  
2 Anderson-McGee Beauty Salon  
3a vacant  
3b Hall Morris & Peter Norris Architects  
4 Hirsch Benj archt  
5 Daugherty Edw L landscape archt  
6 Capital Credit Corp  
7 Clements R L & Co mfrs agt  
8 Rhodes Inc (overflow)  
10 Rhodes Inc furn

South Rhodes Center, NW p. 286  
11 Rhodes Theatre  
12 Yellow Lantern Inc books  
15 Nahlik Robt M jwlr  
16 McKey Management Co real est  
Pearce Eug L jr ofc  
16 1/2 vacant  
17 Oasis Liquor Store The  
18 Copico Printing

Spring Street, NW p. 287  
1515 vacant

Peachtree Street, NW p. 234  
1504 Perkins Drug Store

City Directory - 1970

North Rhodes Center, NW

p. 213

- 2 Anderson-McGee Beauty Salon
- 3a Hall & Norris archts (ofcs)
- 3b Hall Morris & Peter Norris Architects
- 4 Brewster Donald coml photog  
Verlin Robt L coml photog
- 5 Daugherty Edw L landscape archt  
Harlowe Richd H landscape archt  
Reed Benjiman F III Archt & Landscape Archt
- 6 Capital Credit Corp
- 7 Clements R L & Co mfrs agt
- 8 Rhodes Inc (overflow)
- 10 Rhodes Inc furn

South Rhodes Center, NW

p. 291

- 11 Rhodes Theatre
- 12 Yellow Lantern Inc books
- 15 Nahlik Robt M jwlr
- 16 McKey Management Co real est  
Pearce Eug L jr ofc
- 16 1/2 Tight Squeeze The clo
- 17 Oasis Liquor Store The
- 18 Copico Printing

Spring Street, NW

p. 292

1515 vacant

Peachtree Street, NW

p. 238

- 1504 Perkins Drug Store
- 1528 Urban Engineers Inc consultants

City Directory - 1971

North Rhodes Center, NW p. 313

- 2 Anderson-McGee Beauty Salon
- 3a Hall & Norris archts (ofcs)
- 3b Hall Morris & Peter Norris architects
- 4 Brewster Donald coml photog  
Verlin Robt L coml photog
- 5 Daugherty Edw L landscape archt  
Harlowe Richd H landscape archt  
Reed Benjiman F III ach & landscape archt
- 6 United Family Life Insurance Co
- 7 Clements R L & Co mfrs agt
- 8 Art Needlework of Georgia
- 10 vacant

South Rhodes Center, NW p. 423

- 11 Rhodes Theatre
- 12 Yellow Lantern Inc books
- 15 Nahlik Robt M jwlr
- 16 McKey Management Co real est  
Pearce Eug L jr ofc
- 16 1/2 Tight Squeeze The clo
- 17 Oasis Liquor Store The
- 18 Copico Printing

Spring Street, NW p. 425  
no listing

Peachtree Street, NW p. 349

- 1504 Perkins Drug Store
- 1528 Urban Engineers Inc consultants

City Directory - 1972

North Rhodes Center, NW p. 315

- 1 Herndons Sara Colony sq (side ent)
- 2 House of Denard beauty shop
- 3a Hall & Norris Archts (ofc)
- 3b Hall Morris & Peter Norris Architects
- 4 Brewster Donald coml photog  
Verlin Robt L coml photog
- 5 Daugherty Edw L landscape archt  
Love Kathryn E real est  
Reed Benjiman F III archt & landscape archt
- 6 United Family Life Insurance Co
- 7 Clements R L & Co mfrs agt
- 8 Art Needlework of Georgia
- 9 Urban Engineers Inc cons engs

South Rhodes Center, NW p. 425

- 11 Rhodes Theatre
- 12 Reed Fred Picture Framing Inc books
- 15 Nahlik Robt M jwlr
- 16 McKey Management Co real est  
Pearce Eug L jr ofc
- 16 1/2 Tight Squeeze The clo
- 17 Oasis Liquor Store The
- 18 Hunter James R archt

Spring Street, NW p. 427  
no listing

Peachtree Street, NW p. 359

- 1504 Perkins Drug Store
- 1528 Herndon Sara Colony House furn

City Directory - 1973

North Rhodes Center, NW p. 320

- 1 Herndons Sara Colony sq (side ent)
- 2 House of Denard beauty shop
- 3a Hall & Norris Archts (ofcs)
- 3b Hall Morris & Peter Norris Architects
- 4 Brewster Donald coml photog  
Verlin Robt L coml photog
- 5 Daugherty Edw L landscape archt  
Love Kathryn E real est
- 6 United Family Life Insurance Co
- 7 Clements R L & Co mfrs agt
- 8 Art Needlework of Georgia
- 9 Urban Engineers Inc cons engs

South Rhodes Center, NW p. 429

- 11 Rhodes Theatre
- 12 Reed Fred Picture Framing Inc books
- 15 Nahlik Robt M jwlr
- 16 McKey Management Co real est  
Pearce Eug L jr ofc
- 16 1/2 Tight Squeeze The clo
- 17 vacant
- 18 Hunter James R archt

Spring Street, NW p. 432

- 1515 Aero Drapery of Georgia Inc custom draperies

Peachtree Street, NW p. 364

- 1504 Perkins Drug Store
- 1528 Herndon Sara Colony House furn

City Directory - 1974

North Rhodes Center, NW p. 317

- 1 Herndons Sara Colony sq (side ent)
- 2 House of Denard beauty shop
- 3a Hall & Norris Archts (ofcs)
- 3b Hall Morris & Peter Norris Architects
- 4 Verlin Robt L coml photog
- 5 Daugherty Edw L landscape archt
- 6 United Family Life Insurance Co
- 7 Clements R L & Co mfrs agt
- 8 Art Needlework of Georgia Inc
- 9 Urban Engineers Inc cons engs

South Rhodes Center, NW p. 425

- 11 Rhodes Theatre
- 12 Reed Fred Picture Framing Inc books
- 15 Nahlik Robt M jwlr
- 16 McKey Management Co real est
- Pearce Eug L jr ofc
- 16 1/2 Tight Squeeze The clo
- 17 Jacob Ann Gallery
- 18 Funderburk R C eng
- Hunter James R archt
- Love Kathryn E Realty

Spring Street, NW p. 428

- 1515 Aero Drapery of Georgia Inc custom draperies

Peachtree Street, NW p. 361

- 1504 Perkins Drug Store
- 1528 Herndon Sara Colony House furn

City Directory - 1975

North Rhodes Center, NW p. 313  
1 Herndons Sara Colony sq (side ent)  
2 House of Denard beauty shop  
3a Hall & Norris Archts (ofcs)  
3b Hall Morris & Peter Norris Architects  
4 Verlin Robt L coml photog  
5 Daugherty Edw L landscape archt  
6 Fourteen West Realty Co Inc  
7 Clements R L & Co mfrs agt  
8 Art Needlework of Georgia Inc  
9 Urban Engineers Inc cons engs

South Rhodes Center, NW p. 420  
11 Rhodes Theatre  
12 Reed Fred Picture Framing Inc books  
15 Nahlik Robt M jwlr  
16 McKey Management Co real est  
Pearce Eug L jr ofc  
16 1/2 Tight Squeeze The clo  
17 Jacob Ann Gallery  
18 Hunter James R archt  
Love Kathryn E Realty

Spring Street, NW p. 423  
1515 vacant

Peachtree Street, NW p. 357  
1504 Perkins Drug Store  
1528 Herndon Sara Colony House furn



City Directory - 1976

North Rhodes Center, NW p. 309  
1 Mitchell Ronald Antiques (side ent)  
2 House of Denard beauty shop  
3a Hall & Norris Archts (ofcs)  
3b Hall Morris & Peter Norris Architects  
4 Verlin Robt L coml photog  
5 Daugherty Edw L landscape archt  
6 Margiotta Mike photog  
7 Clements R L & Co mfrs agt  
8 Art Needlework of Georgia Inc  
9 Urban Engineers Inc cons engs

South Rhodes Center, NW p. 415  
11 Rhodes Theatre  
12 Reed Fred Picture Framing Inc books  
16 McKey Management Co real est  
Pearce Eug L jr ofc  
16 1/2 Tight Squeeze The clo  
17 vacant  
18 Hunter James R archt  
Love Kathryn E Realty

Spring Street, NW p. 418  
1515 Sam Flax-Atlanta art sups

Peachtree Street, NW p. 352  
1504 Perkins Drug Store  
1528 Mitchell Ronald L & Associates Inc furn

City Directory - 1977

North Rhodes Center, NW

p. 310

- 1 Woodbrier & Assoc (side ent)
- 2 House of Denard beauty shop
- 3a Hall & Norris Archts (ofcs)
- 3b Hall Morris & Peter Norris Architects
- 4 Verlin Bob Photography coml photog
- 5 Daugherty Edw L landscape archt
- 5a American Society of Landscape Architects The
- 6 Margiotta Mike photog
- 7 Clements R L & Co mfrs agt  
Accessories Unlimited constn materials
- 8 Art Needlework of Georgia Inc
- 9 Urban Engineers Inc consulting engs

South Rhodes Center, NW

p. 417

- 11 Rhodes Theatre
- 12 Reed Fred Picture Framing Inc framing & restoration
- 16 Pearce Eug L jr ofc
- 16 1/2 vacant
- 17 McCord & Associates photographic servs
- 18 Hunter James R archt

Spring Street, NW

p. 420

- 1515 Sam Flax-Atlanta art sups

Peachtree Street, NW

p. 354

- 1504 Perkins Drug Store
- 1528 Woodbrier & Associates interior designers

City Directory - 1978-79

North Rhodes Center, NW p. 308

- 1 Woodbrier & Assoc (side ent)
- 2 House of Denard beauty shop
- 3 Hall Morris A archt  
Norris Peter R archt
- 4 Verlin Bob Photography coml photog
- 5 Daugherty Edw L landscape archt
- 5a American Society of Landscape Architects The
- 6 Margiotta Mike photog
- 7 Clements R L & Co mfrs agt  
Accessories Unlimited constn materials
- 8 Art Needlework of Georgia Inc
- 9 Urban Engineers Inc consulting engs

South Rhodes Center, NW p. 414

- 11 Rhodes Theatre
- 12 Reed Fred Picture Framing Inc framing & restoration
- 16 vacant
- 16 1/2 vacant
- 17 McCord & Associates photographic servs  
Desmond M Communications
- 18 Hill Tom Photography

Spring Street, NW p. 417

- 1515 Sam Flax-Atlanta art sups

Peachtree Street, NW p. 351

- 1504 Perkins Drug Store
- 1528 Woodbrier & Associates interior designers

City Directory - 1980

North Rhodes Center, NW

p. 299

- 1 Woodbrier & Assoc (side ent)
- 2 House of Denard beauty shop
- 3 Hall Norris & Marsh Inc architects
- 4 Verlin Bob Photography coml photog
- 5 Daugherty Edw L landscape archt  
Seymour L Ward arch
- 5a American Society of Landscape Architects The
- 6 vacant
- 7 Clements R L & Co mfrs agt  
Accessories Unlimited constn materials
- 8 Art Needlework of Georgia Inc
- 9 Urban Engineers Inc consulting engs

South Rhodes Center, NW

p. 401

- 11 Rhodes Theatre
- 12 Reed Fred Picture Framing Inc
- 16 Pearce Eugene L ofc
- 16 1/2 Matthews David artist
- 17 McCord & Associates photographic servs  
Desmond M Communications
- 18 Hill Tom Photography

Spring Street, NW

p. 403

- 1515 Sam Flax-Atlanta art sups

Peachtree Street, NW

p. 340

- 1504 Perkins Drug Store
- 1528 Woodbrier & Associates interior designers

City Directory - 1981

North Rhodes Center, NW p. 294  
1 vacant  
2 House of Denard beauty shop  
3 Hall Norris & Marsh Inc architects  
4 Verlin Bob Photography coml photog  
5 Daugherty Edw L landscape archt  
5a Seymour L Ward archt  
6 Period Pine  
7 Accessories Unlimited constn materials  
8 Art Needlework of Georgia Inc  
9 Urban Engineers Inc consulting engs

South Rhodes Center, NW p. 393  
11 Rhodes Theatre  
12 Reed Fred Picture Framing Inc  
16 Pearce Eugene L ofc  
16 1/2 Matthews David artist  
17 McCord & Associates photographic servs  
Desmond M Communications  
18 Bedgood-Ferguson Inc photog

Spring Street, NW p. 397  
1515 Sam Flax-Atlanta art sups

Peachtree Street, NW p. 333  
1504 Perkins Drug Store  
1528 vacant

City Directory - 1983

North Rhodes Center, NW

p. 285

- 1 Form & Function art gallery
- 2 House of Denard beauty shop
- 3 Hall Norris & Marsh Inc architects
- 4 Verlin Bob Photography coml photog
- 5 Daugherty Edw L landscape archt
- 5a Seymour L Ward archt
- 6 Period Pine Ltd lbr
- 6a Carnet & Associates coml art
- 7 Mar Jon Associates coml constn mfrs rep
- 8 Art Needlework of Georgia Inc
- 9 Urban Engineers Inc consulting engs

South Rhodes Center, NW

p. 381

- 11 Rhodes Theatre
- 12 Reed Fred Picture Framing Inc
- 16 Pearce Eugene L ofc
- 16 1/2 Matthews David M artist
- 17 Exploring Books
- 18 Bedgood-Ferguson Inc photog

Spring Street, NW

p.

- 1515 Sam Flax-Art Supply art sups

Peachtree Street, NW

p. 323

- 1504 Perkins Drug Store
- 1528 vacant

City Directory - 1984-85

North Rhodes Center, NW p. 285

- 1 Modular Designs art gallery
- 2 House of Denard beauty shop
- 3 Hall Norris & Marsh Inc architects
- 4 Mixon John Architects
- 5 Daugherty Edw L landscape archt
- 5a Seymour L Ward archt
- 6 Period Pine Ltd lbr
- 6a vacant
- 7 Mar Jon Associates coml constn mfrs rep
- 8 Art Needlework of Georgia Inc
- 9 Urban Engineers Inc consulting engs

South Rhodes Center, NW p. 383

- 11 Rhodes Theatre
- 12 Reed Fred Picture Framing Inc
- 16 Pearce Eugene L ofc
- 16 1/2 Matthews David M artist
- 17 vacant
- 18 Bedgood & Associates photog

Spring Street, NW p. 386

- 1515 Sam Flax-Art Supply

Peachtree Street, NW p. 325

- 1504 Perkins Drug Store
- 1528 vacant

City Directory - 1986

North Rhodes Center, NW p. 296

- 1 Gallery Two Nine One art gallery
- 2 vacant
- 3 Hall Norris & Marsh Inc architects
- 4 Mixon John archt
- 5 Daugherty Edw L landscape archt
- 5a Seymour L Ward archt
- 6 Period Pine Ltd lbr
- 6a Hi Art East ceiling mtl
- 7 S D S Interiors Inc interior design
- 8 Art Needlework of Georgia Inc
- 9 Urban Engineers Inc consulting engs

South Rhodes Center, NW p. 397

- 11 Rhodes Theatre
- 12 Reed Fred Picture Framing Inc
- 16 South Rhodes Center (ofc)
- 16 1/2 Matthews David M artist
- 17 vacant
- 18 Bedgood & Associates photog

Spring Street, NW p. 400

- 1515 Sam Flax-Art Supply

Peachtree Street, NW p. 335

- 1504 Perkins Drug Store
- 1528 Parade



City Directory - 1987

North Rhodes Center, NW

p. 281

- 1 vacant
- 2 vacant
- 4 Mixon John S archt
- 5 Daugherty Edw L landscape archt
- 5a vacant
- 6 Period Pine Ltd lbr  
Hi Art East ceiling matls
- 7 S D S Interiors Inc interior design
- 8 vacant

South Rhodes Center, NW

p. 377

- 12 Reed Fred Picture Framing Inc
- 16 South Rhodes Center (ofc)
- 16 1/2 Matthews David M artist
- 17 vacant

Spring Street, NW

p. 380

- 1515 vacant

Peachtree Street, NW

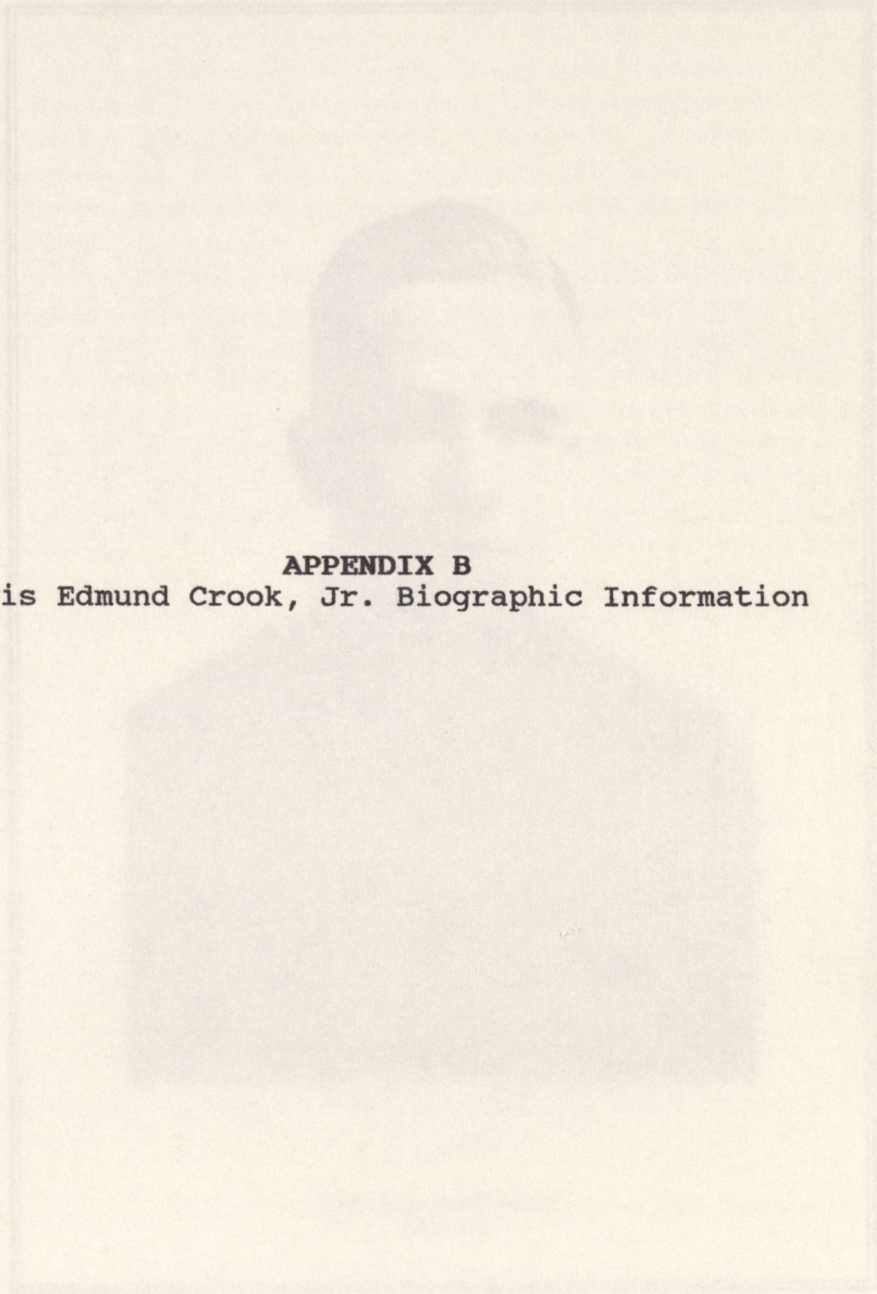
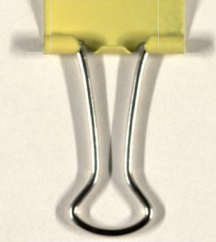
p. 317

- 1504 Perkins Drug Store
- 1528 vacant

Rhodes Center Directory

A & P Super Store  
Anderson & McGee Beauty Salon  
Ann Hagan Gift Shop  
Calhoun Radio Service Co.  
Dutch Oven Bakery  
Georgia Milk Producers Store  
May Air Resturant  
National Grain Yeast Corp.  
Oasis Liquor Store  
Rhodes Center Florists  
Rhodes 5¢ & 10¢ Store  
Rhodes Theatre  
Roland's Liquor Store  
Waldrep & Griffin Druggists  
Yellow Lantern Library  
Dr. Zeigler Clinic

The above is the list of tenants according to the 1940 shopping center directory. The original directory is in the possession of The Georgia Trust for Historic Preservation, Inc., located in Rhodes Memorial Hall.



**APPENDIX B**  
Lewis Edmund Crook, Jr. Biographic Information

**APPENDIX C**  
Scaled Drawings

**APPENDIX D**  
Photographs of Complex



H.G. RHODES MEMORIAL HALL



NORTH RHODES CENTER - SOUTH ELEVATION  
(FROM LEFT) STORE #2 AND #1



NORTH RHODES CENTER - SOUTH ELEVATION  
(FROM LEFT) STORE #10, #9, #8,#7, AND #6



NORTH RHODES CENTER - SOUTH ELEVATION  
VIEW LOOKING FROM SOUTHWEST



NORTH RHODES CENTER - SOUTH ELEVATION  
(FROM LEFT) STORE #4 AND #5



NORTH RHODES CENTER - SOUTH ELEVATION  
(FROM LEFT) STORE #1, #4 AND #5





NORTH RHODES CENTER - SOUTH ELEVATION  
(FROM LEFT) STORE #3, #3A, #2 AND #1



NORTH RHODES CENTER - SOUTH ELEVATION  
(FROM LEFT) STORE #5, #4 AND #3



NORTH RHODES CENTER - NORTH ELEVATION  
VIEW LOOKING SOUTHEAST





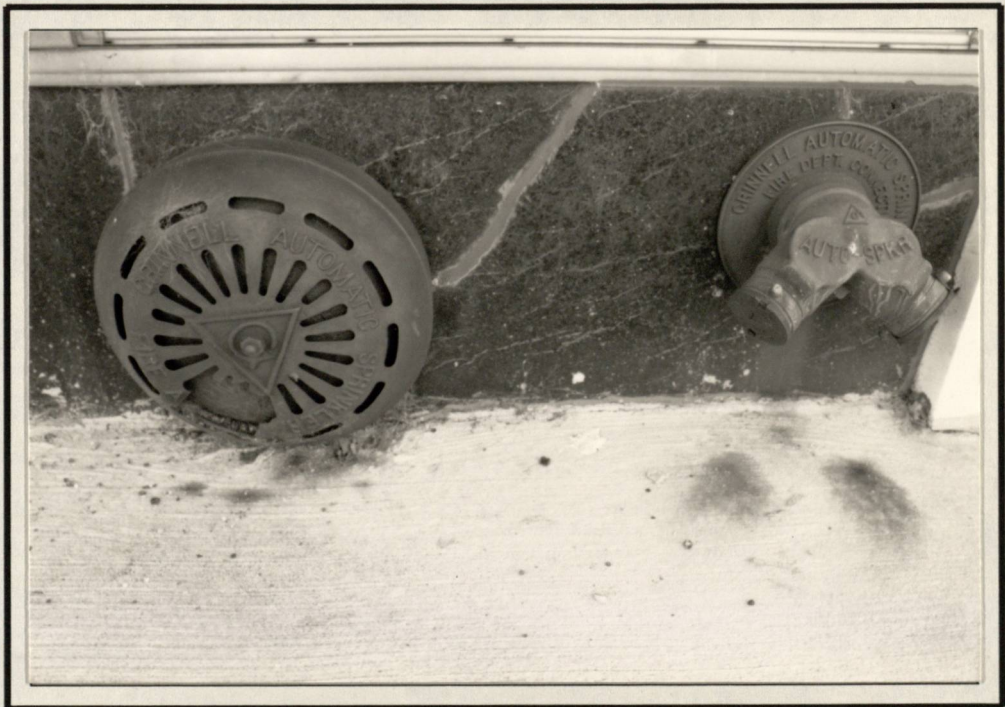
NORTH RHODES CENTER - WEST ELEVATION



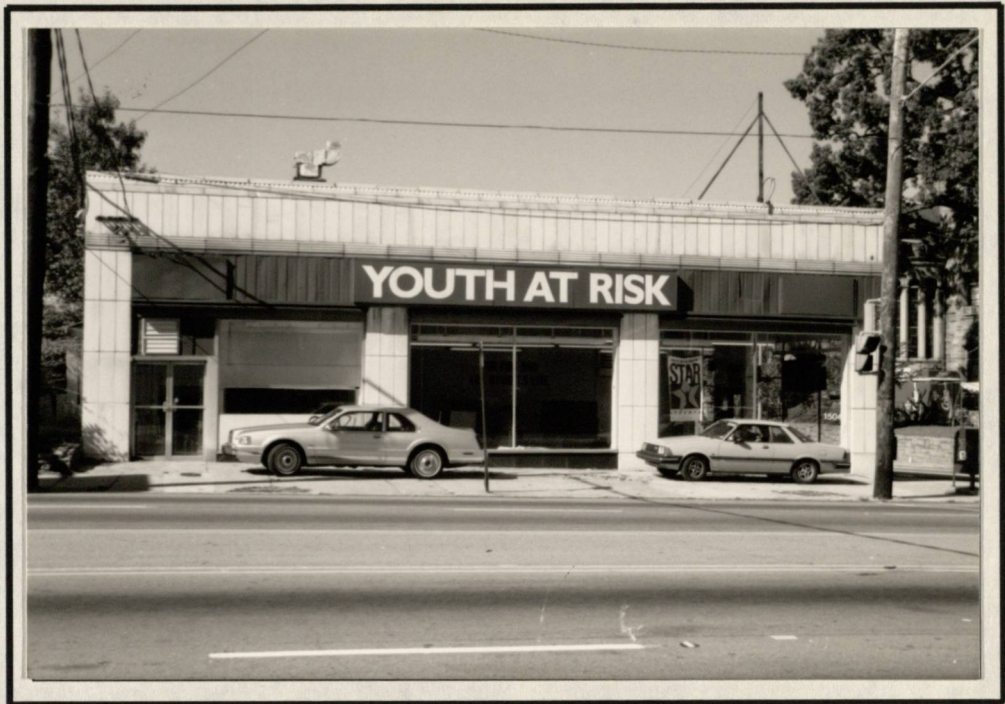
NORTH RHODES CENTER - INTERIOR OF #10



NORTH RHODES CENTER - SOUTH ELEVATION DETAIL



NORTH RHODES CENTER - FIRE CONNECTION & BELL



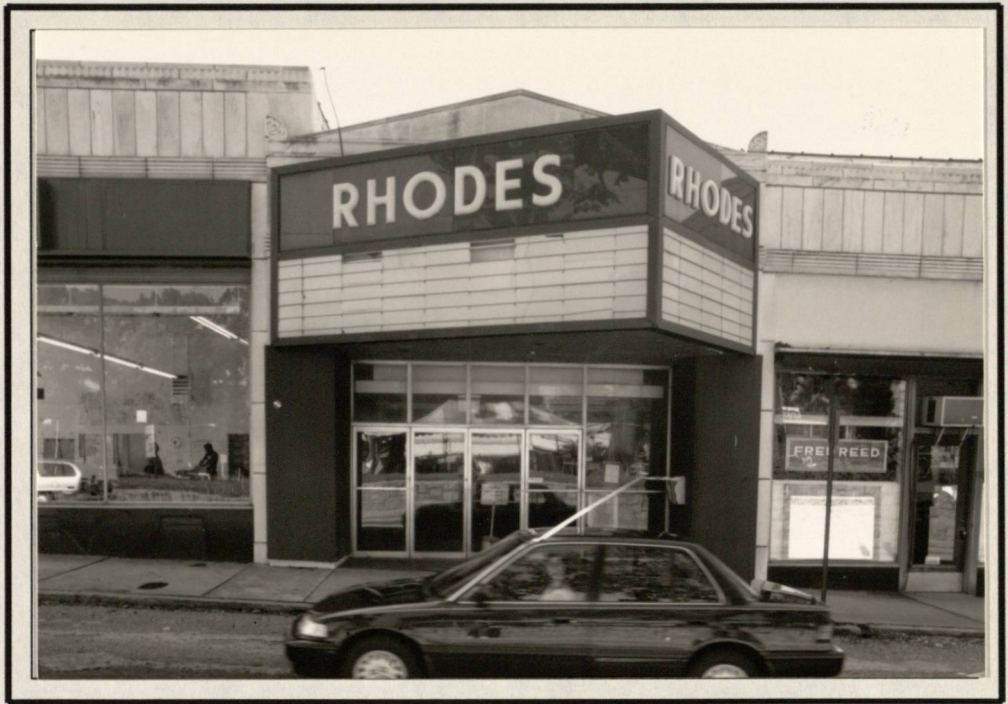
SOUTH RHODES CENTER - EAST ELEVATION  
STORE #11



SOUTH RHODES CENTER - NORTH ELEVATION  
STORE #11



SOUTH RHODES CENTER - NORTH ELEVATION  
STORE #11 ORIGINAL ENTRANCE DOORS



SOUTH RHODES CENTER - NORTH ELEVATION  
THEATER FRONT



SOUTH RHODES CENTER - NORTH ELEVATION  
THEATER ENTRANCE DETAIL



SOUTH RHODES CENTER - NORTH ELEVATION  
(FROM LEFT) THEATER, STORE #12, AND #13



SOUTH RHODES CENTER - NORTH ELEVATION  
(FROM LEFT) STORES #13, #14, & #15





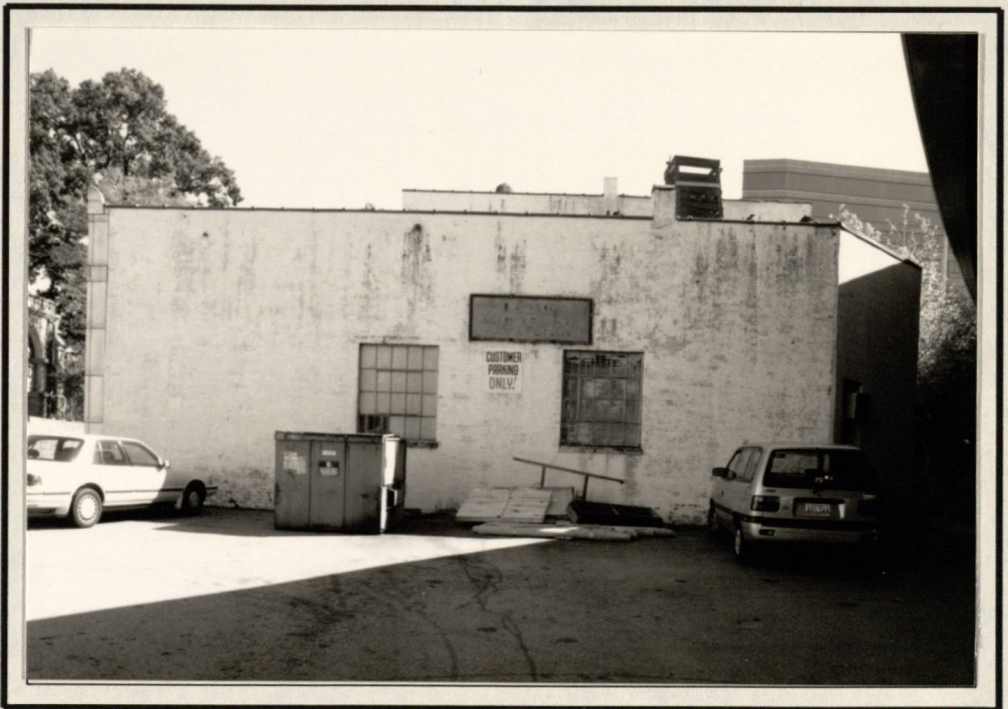
SOUTH RHODES CENTER - NORTH ELEVATION  
(FROM LEFT) STORE #16, THEATER EXIT & #17



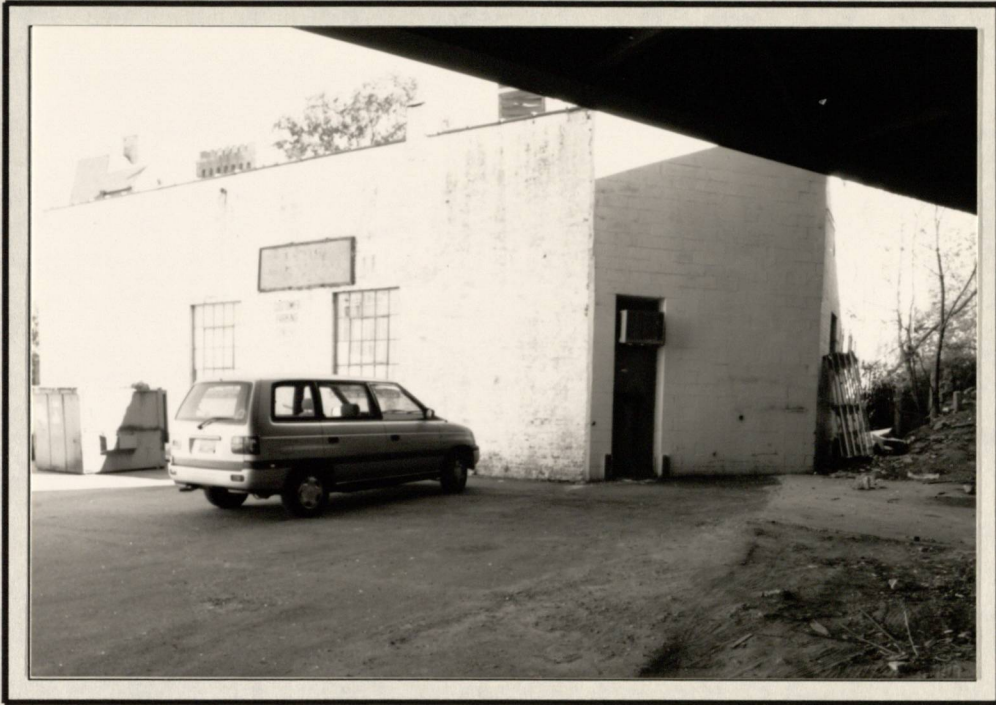
SOUTH RHODES CENTER - NORTH ELEVATION  
(FROM LEFT) STORE #16B, #17 & #18



SOUTH RHODES CENTER - VIEW LOOKING SOUTHWEST



SOUTH RHODES CENTER - WEST ELEVATION



SOUTH RHODES CENTER - SOUTHWEST ELEVATION



SOUTH RHODES CENTER - LOOKING EAST NORTHEAST



WEST RHODES CENTER - WEST ELEVATION  
LEFT SIDE (FACING BUILDING)



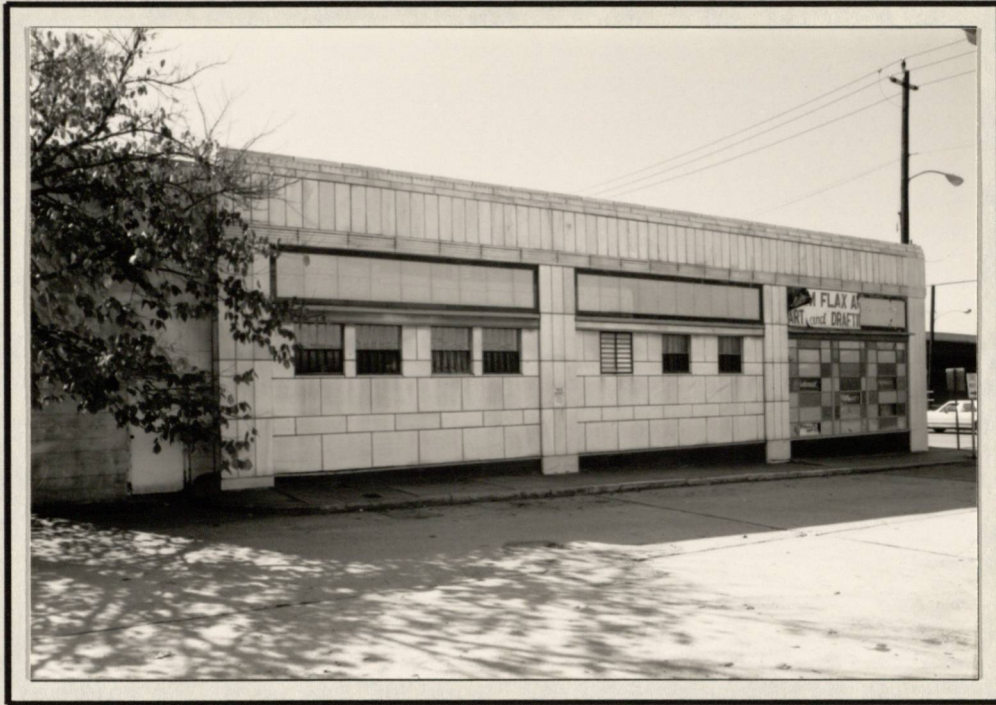
WEST RHODES CENTER - WEST ELEVATION  
CENTER (FACING BUILDING)



WEST RHODES CENTER - WEST ELEVATION  
RIGHT SIDE (FACING BUILDING)



WEST RHODES CENTER - SOUTH ELEVATION



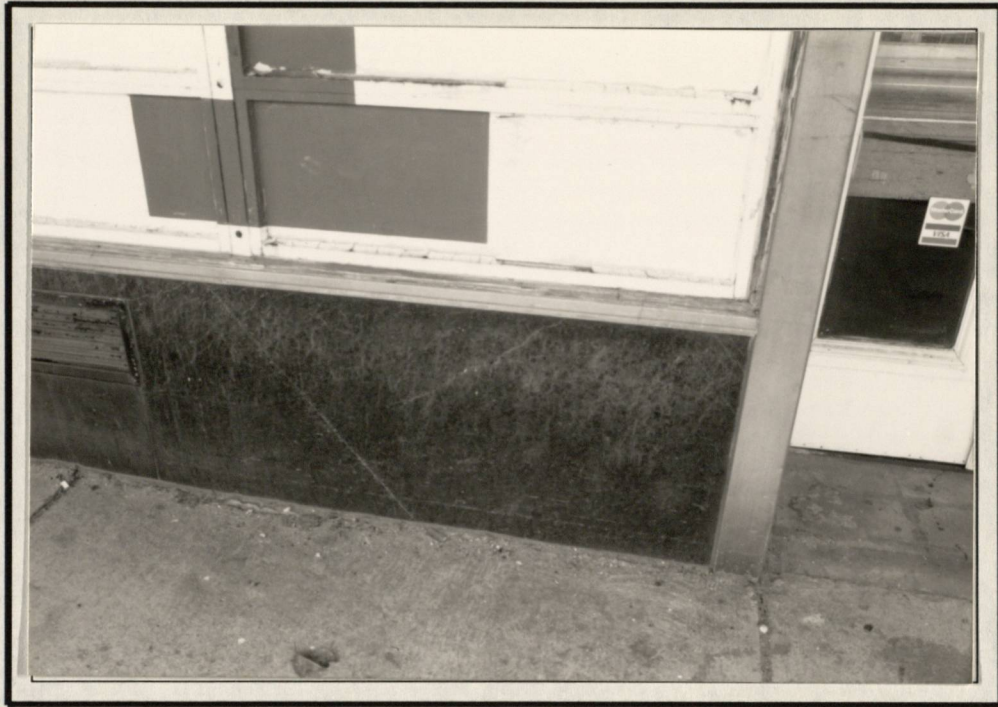
WEST RHODES CENTER - NORTH ELEVATION



WEST RHODES CENTER - NORTH ELEVATION  
AWNING WINDOWS DETAIL



WEST RHODES CENTER - EAST ELEVATION  
LOOKING NORTHWEST



WEST RHODES CENTER - WEST ELEVATION  
MARBLE DETAIL - LEFT OF DOORS



WEST RHODES CENTER - WEST ELEVATION  
MARBLE DETAIL - RIGHT OF DOORS



**APPENDIX E**  
Chain of Ownership

## Chain of Title

Land Lots 108 & 109  
District 17 Atlanta, Fulton County, Georgia

February 25, 1986 - Rhodes Center Ltd. sold property to Scott Hudgens, Jr.

December 19, 1985 - Eugene L. Pearce, Jr. (by executor) sold property to Rhodes Center Ltd (Scott Hudgens as the sole general partner).

1964 - A.G. Rhodes Enterprises sold property to Eugene L. Pearce, Jr.

1937 - A.G. Rhodes & Son (A.G. Rhodes Estate, then A.G. Rhodes Enterprises) owned property. Gathered from various parcels from 1905 to 1937.

**APPENDIX F**  
Cyclical Maintenance for Historic Buildings

## APPENDIX A: WORK FREQUENCIES

This appendix provides suggested frequencies for performing maintenance activities. It must be modified, of course, to fit the requirements of each property. Similar charts should be incorporated in the maintenance guide.

The letters "A" through "J" indicate the relative frequency of the treatment. There is a certain amount of local adjustment which is required because of the local circumstances of producing soil. The lower in the alphabet generally the less frequent the treatment. A "B" frequency would be repeated many more times than a "D" treatment.

Each box on the chart contains a letter and a number. The letter indicates the type and frequency of maintenance treatment. The number indicates the page in this handbook on which the appropriate treatment is discussed; locally developed charts should indicate the page in the local maintenance guide which discusses the specific treatment required. Boxes which contain a dash rather than a number indicate treatments which are beyond the scope of this text, either because they require treatment by a conservator or because they are standard contemporary maintenance techniques.

"A" Policing as Required: Policing is a high frequency task which is performed during and immediately after the use of the building by large numbers of people, removing conspicuous soil and trash so that it will not have a chance to become permanently embedded in the finish surfaces. The amount of policing will depend upon weather conditions and the building use. Each historic property will have different priorities and different problems.

"B" Routine Housekeeping and Maintenance: This is a dry type maintenance, covering all reachable surfaces so that accumulations do not become permanently embedded due to their oily content. The frequency could be daily, twice a week, or weekly. It may vary for different locations in the building and with the season because of peak visitor periods, or it may vary because of seasonal weather conditions or seasonal air quality.

"C" Periodic Maintenance may be a dry, damp or in some instances a wet treatment which cleanses surfaces removing those accumulations not generally removed by the more frequent methods. If wet, it removes portions of the finish itself which has become chemically changed due to exposure, thereby renewing to a certain extent the surface. The frequency ranges from weekly to monthly.

"D" Periodic Maintenance: The frequency is monthly, bimonthly or quarterly.

"E" Periodic Maintenance: The frequency is quarterly or semi-annually.

"F" Periodic Maintenance: The frequency is semi-annual or annual. Perhaps by a contractor.

"G" Periodic Maintenance: The frequency is annual or biennial. Perhaps by a contractor.

"H" Maintenance: The treatment is prescribed by a conservator. It may be both routine and periodic at a frequency which would best protect the item. The conservator should suggest means of protection as well as treatment.

"I" Maintenance: The treatment should be done by a conservator or an outside specialist.

"J" Maintenance: Irregular frequency; use past experience as a guide; consider outside contractor.

ITEM	Policing	Routine	Periodic #1	Periodic #2	Periodic #3
1. Mats at entrance, exterior	A/53	B/ -	C/ -		
2. Mats at entrance, interior	A/53	B/ -	C/ -		
3. Sand urns at entrance	A/ -	B/ -	C/ -		
4. Water coolers, spills	A/ -	B/ -	C/ -		
5. Canteen dispensers, spills	A/ -	B/ -	C/ -		
6. Rest Room containers	A/ -	B/ -	C/ -		
7. Rest Room Spills	A/ -	B/ -	C/ -		
8.					
9.					
10.					
11.					
12.					
13.					

ITEM	Policing	Routine	Periodic #1	Periodic #2	Periodic #3
14. Floors near Ent. hard surf.	A/ -	B/	D/		
15. Floors near Ent. covered	A/ -	B/		F/	
16. Stairs near Ent. hard surf.	A/ -	B/	D/	F/	
17. Stairs near Ent. covered	A/ -	B/			
18. Traffic runners hard surf.	A/ -	B/	D/		
19. Traffic runners plastic	A/ -	B/	C/		
20. Traffic runners carpet	A/ -	B/		F/	
21. Trash receptacles	A/ -	B/-	C/-		
22.					
23. Floor hard surfaces coated	A/	B/	D/	F/	
24. Floor uncoated wood	A/ -	B/53	C/54	D/	F/
25. Floor Marble		B/53	C/54	D/55	
26. Floor Terrazzo		B/53	C/54	D/55	
27. Floor resilient		B/53	C/54	F/55	
28. Floor brick		B/53	C/54	F/55	
29. Floor bare earth			C/-		
30.* Floor oilcloth, historic		H/ -	I/ -		
31.* Floor Carpet, historic		H/ -	I/ -		
32.* Floor carpet, reproduction		H/ -	I/ -		
33. Floor carpet, contemporary	A/ -	B/57		F/57	
34. Floor grilles		B/ -	D/ -		
35. Radiators		C/ -			
36. Stairs	A/ -	B/	C/	D/	
37. Furnace filters			D/72		
38.					
39. Window sills coated wood		B/47		D/48	G/48
40. Window sills marble		B/59		D/58	G/58
41. Window sills bare wood		B/51		D/51	G/51
42.					
43. Door and Window trim, top		B/47		D/48	G/48
44. Horiz. trim tops doors, base		B/47		D/48	G/48
45. Horiz. trim tops paneling		B/47		D/48	G/48
46. Horiz. trim tops wainscot		B/47		D/48	G/48
47. Light fixtures	A/72	B/72	H/ -		
48.					
49.					
50.					
51. Walls at light switches		B/47			
52. Doors at knobs and push plates		B/47			
53. Wall grilles and louvres		B/61	D/61		
54. Walls above air grilles		C/47	F/48		
55.					

\* Custodial Staff

ITEM	Policing	Routine	Periodic #1	Periodic #2	Periodic #3
56. Walls smudged		B/48			
57.					
58.					
59. Walls, coated etc.		D/47		G/48	
60. Walls, coated water soluble		D/47		G/ -	
61. Walls, bare plaster		C/47		G/	
62. Walls, bare wood		D/51	E/51	G/51	
63.					
64.* Walls, wall covering, historic		H/-	I/ -		
65.* Walls, wall covering, reprod.		H/-			
66. Walls, wall covering, contemp.		D/-		G/-	
67. Walls, fabric covered		H/-			
68. Ceilings coated		F/47	G/48		
69. Ceilings wood		F/51	G/51		
70. Ceilings					
71. Wainscot coated		D/47		G/48	
72. Wainscot					
73. Ceiling Cornice coated		E/47		G/48	
74. Ceiling Cornice					
75. Ceiling Cornice substitute		E/70		G/70	
76. Window trim coated		E/47		G/48	
77. Window trim					
78. Door trim coated		E/47		G/48	
79. Door trim					
80. Floor base coated		E/47		G/48	
81. Floor base					
82. Window glass interior			E/62		
83.					
84.					
85.					
86. Hdwe. and elec. plates polished		C/61	D/61	G/61	
87. Hardware painted		C/47	D/48	G/48	
88. Hardware					
89.					
90.					
91.* Fabrics at windows, historic		H/-	I/-		
92.* Fabrics at windows, reprod.		H/-			
93.* Fabrics at windows, contemp.		C/47	G/-		
94.* Adjust blinds for sunlight control during the day	A/-				
95.* Window Shades, historic		H/-			
96.* Window Shades, reproduction		H/-			
97.* Window Shades, contemporary		C/68		G/68	
98.					

\* By custodial staff

ITEM	Policing	Routine	Periodic #1	Periodic #2	Periodic #3
99.* Venetian Blinds, historic		H/-			
100* Venetian Blinds, reproduction		H/-			
101* Venetian Blinds, contemporary		C/69		G/69	
102.					
103. Ultra Violet Filters		B/47			
104.					
105. Damp wipe with disinfectant such surfaces extensively handled by visitors as the top rails of room barriers,		B/-			
106.					
107.					
108.					
109.					
110. Rest-room care	A/-	B/-	C/-	G/-	
111. Vitreous china	A/-				
112. Toilet seats, seat bottoms	A/-				
113. Bowls, under rims; inside urinals		B/-			
114. Commodes, urinals, dispensers		B/-			
115. Wipe cubicles, walls, and doors		B/-			
116. Sinks and hardware		B/-			
117. Hardware underneath sinks			C/-		
118. Walls by sinks, spattered areas		B/-			
119. Polish mirrors		B/-			
120. Metals			C/-		
121. Hand-dryers		B/-	C/-		
122. Walls, lights					
123. Ladies' lounge	A/-	B/-	C/-	G/-	
124. Fill dispensers to max. levels	A/-				
125.					
126. In front of commodes, urinals	A/-				
127.					
128.					
129.					
130.					
131. Unused spaces floors		G/ 53			
132. Unused spaces walls		G/ 53			
133. Unused spaces ceiling		G/ 53			
134.					
135.					



ITEM	Policing	Routine	Periodic #1	Periodic #2	Periodic #3
136. Janitors closet floors	A/-		B/ -	F/ -	
137. Janitors closet walls			D/ -	F/ -	
138. Janitors closet ceilings		F/ -			
139. Janitors closet sink		B/ -			
140. Equipment		B/ -			
141.					
142.					
143.					
144.					
145.					
146. Work space floors	A/-	B/ 53	D/ 54		
147. Work space walls		F/ 53	G/ 54		
148. Work space ceilings		F/ 53	G/ 54		
149.					
150.					
151.*Furnishings Wood		H/-			
152.*Furnishings Fabric		H/-	I/-		
153.*Pictures		I			
154.*Picture frames wood		H/-			
155.*Picture frames gilt		H/-	I/-		
156.*Objects metal		H/-			
157.*Objects Glass		H/-			
158.*Objects China		H/-			
159.*Mirror		H/-			
160.*Picture glass		H/-			
161.					
162.					
163.					
164.					
165.					
166.					
167.					
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177.					

\* Custodial Staff

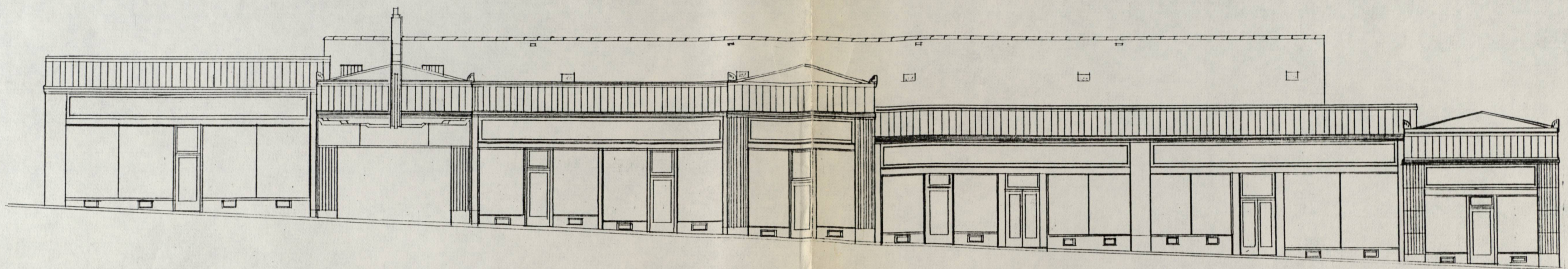
EXTERIOR ITEMS	Policing	Routine	Periodic #1	Periodic #2	Periodic #3
178. Porches	A/53	B/ 53	D/ 54		
179. Porch steps	A/53	B/ 53	D/ 54		
180. Porch steps handrails	A/47	B/ 47	D/ 48		
181. Porch column					
182. Porch cornices					
183. Porch ceiling					
184.					
185.					
186.					
187.					
188. Windows - accessible			E/ 62		
189. Windows - nonaccessible			G/ 62		
190. Windows sills			E/ 48		
191. Screens, Screen doors			G/-		
192. Screen hardware			G/-		
193. Shutters			G/-		
194. Shutters hardware			G/-		
195.					
196.					
197.					
198. Roof gutters	A/75		E/ 75		
199. Downspouts	A/75		E/ 75		
200. Roofs materials					
201. Masonry			G/-		
202. Masonry joints			G/-		
203. Walks near entrance	A/ -				
204. Walks concrete	A/ -				
205. Walks brick	A/ -				
206. Walks gravel or bare earth	A/ -				
207.					
208.					
209.					
210. Parking lots hard surface	A/ -				
211. Parking lots gravel	A/ -				
212. Exterior lighting and time					
213. clocks					
214. Drains hard surface					
215. Drains gravel					
216.					
217.					
218.					
219. Shovel steps, walkways, and driveways for snow	A/ 77				

EXTERIOR ITEMS	Policing	Routine	Periodic #1	Periodic #2	Periodic #3
220. Plow parking lots, roads, and driveways for snow	A/-				
221. Sprinkle sand and salt on lots and/or roads for ice	A/-				
222. Remove snow on lots by hauling away.	A/-				
223. Remove snow on road edges by blowing away.	A/-				
224. Grounds					
225.					
226.					
227.					
228. Fences and gates wood		G/-			
229. Fences stone		G/-			
230. Fences and gates metal		G/-			
231.					
232.					
233.					
234. Outbuilding #1			G/ -		
235. Outbuilding #2			G/ -		
236. Outbuilding #3			G/ -		
237. Outbuilding #4			G/ -		
238. Outbuilding #5			G/ -		
239.					
240.					
241.					
242.					
243.					
244. Lawns		C/-			
245. Gardens		B/-			
246. Shrubs		G/-			
247. Trees specimen		G/-			
248. Trees ornamental		G/-			
249. Trees Fruit		G/-			
250. Leaf removal	A/-				
251.					
252.					
253.					
254. Cisterns		G/73			
255. Wells		G/73			
256. Septic tanks		G/73			
257. Dry Wells		G/73			
258. Meter pits		G/73			

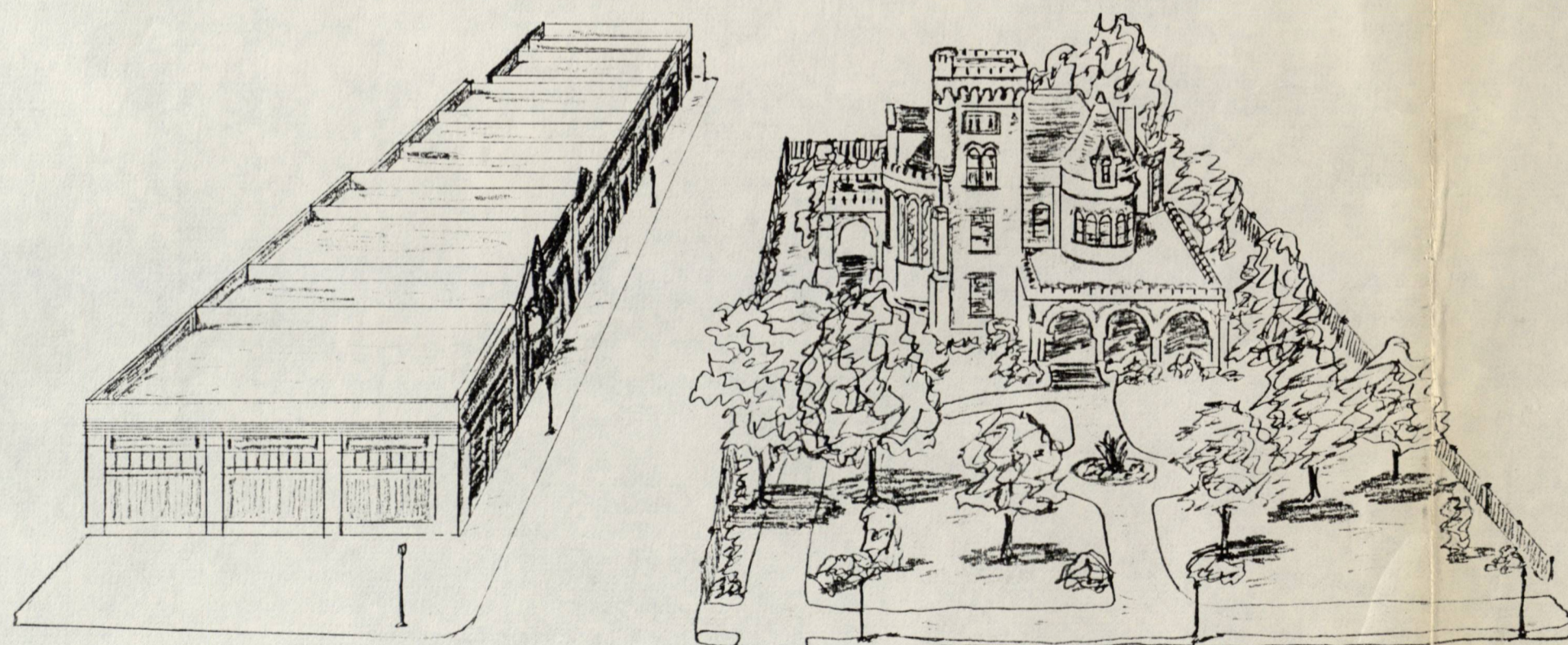
This report was done as a requirement for a course, "Conservation of Historic Building Materials," in the Master of Heritage Preservation program at Georgia State University under the direction of instructors Richard Laub and Tommy H. Jones.

For additional information, see the Atlanta Urban Design Commission landmark nomination for Rhodes Center (1989), written by Tommy Jones, and the subsequent file concerning the proposed demolition of most the Center in 1990-1991.

*Original working drawings for construction of Rhodes Ctr. are on deposit at the Atlanta History Ctr. — Aug 1991*



SOUTH RHODES CENTER - NORTH ELEVATION



SOUTH RHODES CENTER - PERSPECTIVE VIEW



**The Georgia Trust for  
Historic Preservation**  
1516 Peachtree St. N.W.  
Atlanta, Georgia 30309

SOUTH RHODES CENTER		
SCALE:	APPROVED BY: JENNIFER WARGO	DRAWN BY: J. WARGO
DATE: 8-10-95		REVISED
		DRAWING NUMBER

CMU CONSTRUCTION  
DOUBLE HUNG METAL FRAME WINDOWS

DIVIDED COMMERCIAL SPACE  
INTERIOR WALLS AND PARTITIONS NOT MEASURED

#10

#9

#8

#7

#6

#5

#4

#3

#3A

#2

-----APPROXIMATE PARTY WALL LOCATION-----

-----APPROXIMATE PARTY WALL LOCATION-----

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-----APPROXIMATE PARTY WALL LOCATION-----

-----APPROXIMATE PARTY WALL LOCATION-----

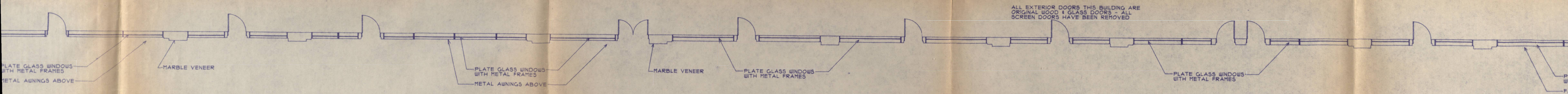
-----APPROXIMATE PARTY WALL LOCATION-----

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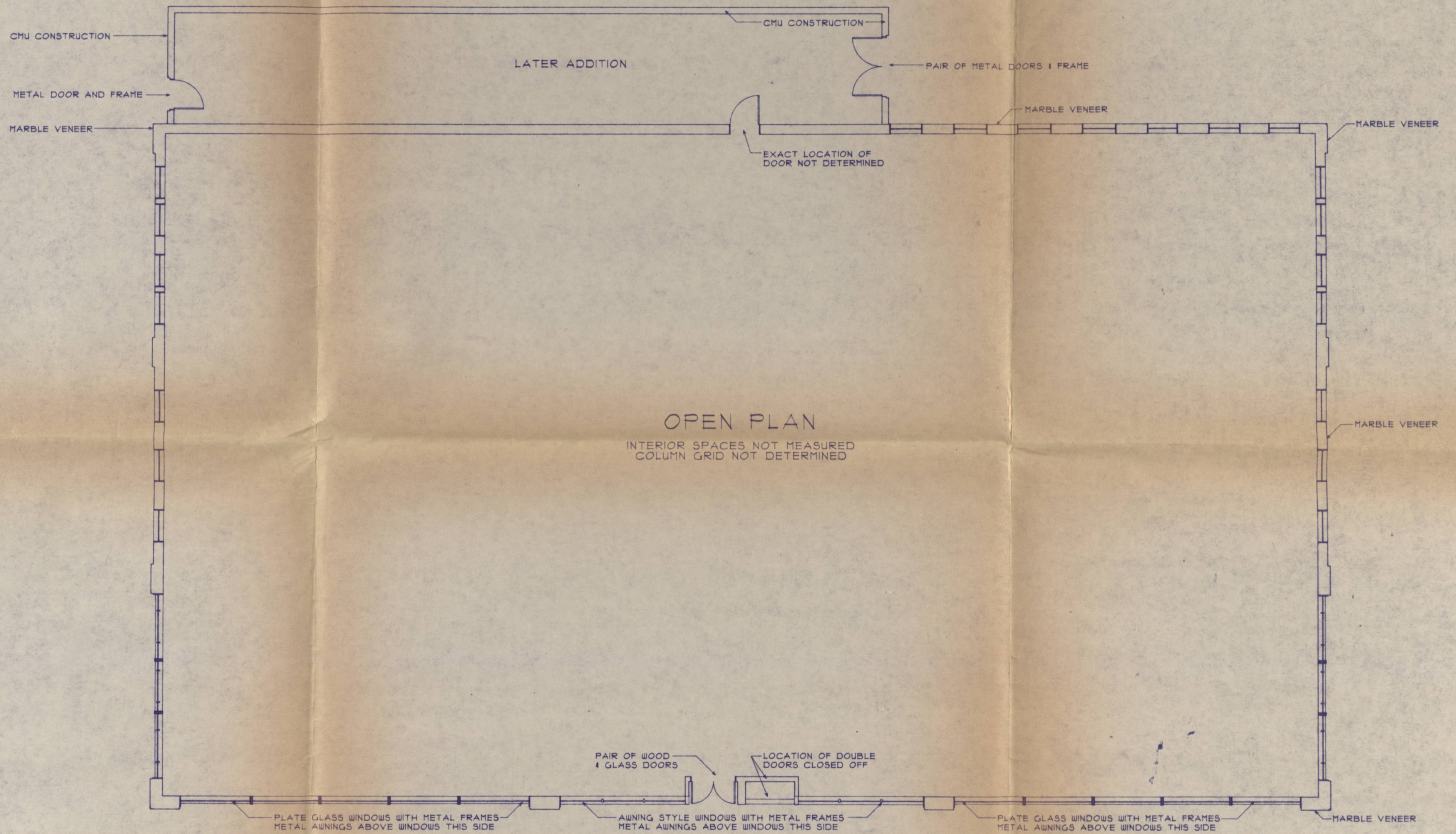
-----APPROXIMATE PARTY WALL LOCATION-----



ALL EXTERIOR DOORS THIS BUILDING ARE ORIGINAL WOOD & GLASS DOORS - ALL SCREEN DOORS HAVE BEEN REMOVED

NORTH RHODES CENTER

SCALE: 1/4" = 1'-0"  
1/8" = 1'-0"



# WEST RHODES CENTER

SCALE: 1/8" = 1'-0"

Sunday, Feb. 23, 1992



The Atlanta Journal  
The Atlanta Constitution



Eleanor  
Ringel

## Second-run cinemas like Lefont's Plaza shoot for first class

Second-run movie theaters get no respect.

Not compared with art and revival houses, at least. Which everyone makes a fuss over, even if they never go near one.

But George Lefont is changing all that. Slowly but surely, he's establishing his Plaza Theatre on Ponce de Leon Avenue as a thriving second-run house with — *gasp* — an artsy tint. Consider some of the films he's played on his two screens there in just the past two months: "Barton Fink," "The Commitments," "Paris Is Burning" and "My Own Private Idaho."

**Quite simply, Lefont** has a good eye for what has passed through town too quickly. His attitude, basically, is this: Here's something you should see.

"Some movies come and are gone before you know it," he says. "They need another chance."

There's another side to his booking pattern, too. Call it instinct, honed over a decade-plus of catering to Atlanta's more adventurous moviegoers.

"These are films I would've played first-run at the Tara or the Midtown,"



John Turturro  
in "Barton Fink"

he explains, referring to theaters he sold to Hoyt's Cinemas in 1990. "I'm also trying to play to my perception of the neighborhood."

He's also playing to his perception of an

interesting

change in mood and economy regarding second-run theaters. Just a few years ago, second-runs, like revival houses, seemed to be an endangered species, done in by the explosion in cable and video rental. But while classic repertory still struggles — Cinefest manager Michael Williams reports his program of Sunday classics at Georgia State ("All About Eve," "The Seven Year Itch") hasn't drawn well — there has been an unexpected second-run resurgence.

Most second-run spots operate as bargain theaters, charging \$1 to \$1.50 (Lefont found that reducing his admission from \$2.50 to \$1.50 helped as much as changing his programming). More interestingly, as a reflection of the times, many of them are being *built* as multiplexes — the 12-screen Northeast Plaza is a perfect example.

No matter what the current feature — "City of Hope" or "Curly Sue" — the proliferation of second-run houses is a healthy sign. It suggests that people are still hooked on the Big Screen Experience. That they still want to go out to see a movie, even though they know it may already be on cable or will be available in the video stores any moment.

**But Lefont, as usual,** has put his particular spin on a profitable phenomenon. Not that he isn't above showing crowd-pleasing schlock — "The Addams Family" is at the Plaza this week — but overall, the theater gives a second chance to many movies that didn't get a fair shake the first time around.

If nothing else, the Plaza offers movie lovers more choices. Not only about what they can see, but *when* they can see it. If you were too busy getting the kids ready for school in September and missed "The Commitments," you could see it at the Plaza in December. If you were in the mountains watching the leaves change during the week or so that "Barton Fink" played first-run, you could catch it the second time around in January.

And one more thing. Given the recent announcement regarding the fate of the dear, doomed Rhodes Theater (two — count 'em! — *two* restaurants), it's nice to hear Lefont swear on a stack of movie posters that he has no plans whatsoever to change the Garden Hills, his charming neighborhood theater on the outskirts of Buckhead, into a pizza parlor. When *he* wanted to have his own restaurant, he went out and bought one — The Coach and Six.

It makes a difference.