

PH 36 3863

DATA SHEET

UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

FOR NPS USE ONLY	
RECEIVED	MAR 23 1977
DATE ENTERED	SEP 20 1977

NATIONAL REGISTER OF HISTORIC PLACES INVENTORY -- NOMINATION FORM

SEE INSTRUCTIONS IN *HOW TO COMPLETE NATIONAL REGISTER FORMS*
TYPE ALL ENTRIES -- COMPLETE APPLICABLE SECTIONS

1 NAME

****** HISTORIC Rufus M. Rose House

AND/OR COMMON
J. H. Elliott, Antiques

LOCATION

STREET & NUMBER
537 Peachtree Street

CITY, TOWN
Atlanta

STATE
Georgia

VICINITY OF
5th - Andrew Young

COUNTY
Fulton

CONGRESSIONAL DISTRICT
5th - Andrew Young

CODE
13

CODE
121

CLASSIFICATION

CATEGORY	OWNERSHIP	STATUS	PRESENT USE
<input type="checkbox"/> DISTRICT	<input type="checkbox"/> PUBLIC	<input checked="" type="checkbox"/> OCCUPIED	<input type="checkbox"/> AGRICULTURE
<input checked="" type="checkbox"/> BUILDING(S)	<input checked="" type="checkbox"/> PRIVATE	<input type="checkbox"/> UNOCCUPIED	<input checked="" type="checkbox"/> COMMERCIAL
<input type="checkbox"/> STRUCTURE	<input type="checkbox"/> BOTH	<input type="checkbox"/> WORK IN PROGRESS	<input type="checkbox"/> EDUCATIONAL
<input type="checkbox"/> SITE	PUBLIC ACQUISITION	ACCESSIBLE	<input type="checkbox"/> ENTERTAINMENT
<input type="checkbox"/> OBJECT	<input type="checkbox"/> IN PROCESS	<input checked="" type="checkbox"/> YES: RESTRICTED	<input type="checkbox"/> GOVERNMENT
	<input type="checkbox"/> BEING CONSIDERED	<input type="checkbox"/> YES: UNRESTRICTED	<input type="checkbox"/> INDUSTRIAL
		<input type="checkbox"/> NO	<input type="checkbox"/> MILITARY
			<input type="checkbox"/> OTHER:

OWNER OF PROPERTY

NAME James H. Elliott, Jr.

STREET & NUMBER
537 Peachtree Street

CITY, TOWN
Atlanta

STATE
Georgia

LOCATION OF LEGAL DESCRIPTION

COURTHOUSE, REGISTRY OF DEEDS, ETC.
Fulton County Courthouse

STREET & NUMBER
Pryor Street

CITY, TOWN
Atlanta

STATE
Georgia

6 REPRESENTATION IN EXISTING SURVEYS

TITLE
Fulton County Survey by the Atlanta Urban Design Commission

DATE
March 1976

FEDERAL STATE COUNTY LOCAL

DEPOSITORY FOR SURVEY RECORDS
Department of Natural Resources

CITY, TOWN
Atlanta

STATE
Georgia

7 DESCRIPTION

CONDITION		CHECK ONE	CHECK ONE
<input type="checkbox"/> EXCELLENT	<input type="checkbox"/> DETERIORATED	<input type="checkbox"/> UNALTERED	<input checked="" type="checkbox"/> ORIGINAL SITE
<input checked="" type="checkbox"/> GOOD	<input type="checkbox"/> RUINS	<input checked="" type="checkbox"/> ALTERED	<input type="checkbox"/> MOVED DATE _____
<input type="checkbox"/> FAIR	<input type="checkbox"/> UNEXPOSED		

DESCRIBE THE PRESENT AND ORIGINAL (IF KNOWN) PHYSICAL APPEARANCE

Constructed by 1900, the Rufus M. Rose House on Peachtree Street (originally numbered 481, now 537) is a later, simplified version of the aesthetic movement of which the Peters House (on the National Register) and the W. G. Raoul House (1892) were earlier Atlanta examples.

Situated between two one-story brick commercial structures along the heavily traveled Peachtree Street, the 2½ story R. M. Rose House has an all stretcher bond brick exterior with an irregular perimeter, a variety of window treatments, and chimneys, pitched roof and prominent gables, some of which have a half-timber motif. The front facade features an asymmetrical massing of windows of many shapes and sizes: a three part bay window projects over a rectangular, diamond paned window; a long oval oculus to the side of the doorway is a motif again echoed in the double doors of the transom lighted main entranceway with applied carving; and in the prominent gable is a rectangular window and a group of three arched windows with keystones and curved moldings below which is an arched, three-part window. Leading to this front facade is a wide set of stairs with cast concrete side ornamental pieces decorated by floral, art nouveau designs.

In plan the house is basically rectangular with occasional projecting bays. There is a long central hall off of which are rooms of various shapes. Two stairways, one a half turn stair with landings and a rear straight stair, are set to the side of this main hallway.

According to notes from an interview of Mrs. Z. A. Snipes, a granddaughter of R. M. Rose by Mary Gene Elliott, the house was "very up-to-date when built." It had all modern conveniences and no expense was spared in its construction...the house had hardwood floors, both gas and electricity, a furnace plus nine fireplaces and stained glass windows which were (thought to be) English. All the rooms had oriental rugs on the floors and...an artist was brought in to paint roses on the dining room ceiling. (Traces of the roses have not yet been found.) The inside stair-banisters, railing and posts -were hand carved...the two bedrooms in the back were for maids and had basins in them, with running water. The attic was one large ballroom. It was not completely finished, but had the same gas and electric light combination found all over the house. There was a large sleeping porch upstairs and a large enclosed porch downstairs. The library, 'warming room,' dining room, and butler's pantry and kitchen, along with two large halls (and five bedrooms, dining room & 2 baths) comprise the rest of the house. There is an entrance foyer with many-colored tile on the floor and heavy wainscoting. There was a porch across the front of the outside with four carved columns. Wooden banisters were in between. It was torn off sometime in the 1930s. The house sold in 1923 for \$61,625.00.

Presently the R. M. Rose House remains relatively unaltered; all woodwork is in its original condition and some original wallpaper exists.

8 SIGNIFICANCE

PERIOD	AREAS OF SIGNIFICANCE -- CHECK AND JUSTIFY BELOW			
<input type="checkbox"/> PREHISTORIC	<input type="checkbox"/> ARCHEOLOGY-PREHISTORIC	<input type="checkbox"/> COMMUNITY PLANNING	<input type="checkbox"/> LANDSCAPE ARCHITECTURE	<input type="checkbox"/> RELIGION
<input type="checkbox"/> 1400-1499	<input type="checkbox"/> ARCHEOLOGY-HISTORIC	<input type="checkbox"/> CONSERVATION	<input type="checkbox"/> LAW	<input type="checkbox"/> SCIENCE
<input type="checkbox"/> 1500-1599	<input type="checkbox"/> AGRICULTURE	<input type="checkbox"/> ECONOMICS	<input type="checkbox"/> LITERATURE	<input type="checkbox"/> SCULPTURE
<input type="checkbox"/> 1600-1699	<input checked="" type="checkbox"/> ARCHITECTURE	<input type="checkbox"/> EDUCATION	<input type="checkbox"/> MILITARY	<input type="checkbox"/> SOCIAL/HUMANITARIAN
<input type="checkbox"/> 1700-1799	<input type="checkbox"/> ART	<input type="checkbox"/> ENGINEERING	<input type="checkbox"/> MUSIC	<input type="checkbox"/> THEATER
<input type="checkbox"/> 1800-1899	<input type="checkbox"/> COMMERCE	<input type="checkbox"/> EXPLORATION/SETTLEMENT	<input type="checkbox"/> PHILOSOPHY	<input type="checkbox"/> TRANSPORTATION
<input checked="" type="checkbox"/> 1900-	<input type="checkbox"/> COMMUNICATIONS	<input type="checkbox"/> INDUSTRY	<input type="checkbox"/> POLITICS/GOVERNMENT	<input checked="" type="checkbox"/> OTHER (SPECIFY) History
		<input type="checkbox"/> INVENTION		

SPECIFIC DATES 1900

BUILDER/ARCHITECT

STATEMENT OF SIGNIFICANCE

The Rufus M. Rose House is significant as one of the few, last remaining Victorian mansions on Peachtree Street and as the home of the originator of Four Roses liquor. It was from the R. M. Rose and Company, one of the largest liquor distillers and distributors in the Atlanta area, that the idea of 'Four Roses' was used in 1905 and became a registered trademark in 1906. The Four Roses liquor carries this name today and is nationally known.

According to Dr. R. M. Rose's obituary in the Atlanta Constitution, July 22, 1910, he was "born May 17, 1836, in Willimantic, Conn., of an old and influential New England family. Receiving an academic education in his native city, he later went to New York City, entered the drug business and filled an important appointment at the Sailors' hospital on Long Island. Later he studied medicine, attending lectures at the College of Physicians and Surgeons, and received his diploma. While still a young man, he came to Hawkinsville, Georgia, and entered the drug business with his uncle, D. H. Mathewson, a prominent Georgian. When the war between the states came on, Dr. Rose was among the first to volunteer, joining the cause of the south and enlisting in the Tenth Georgia regiment of the confederate army. Although at first engaged in the field, he was soon transferred to the medical department, serving in the old converted hospital of William and Mary College, and later in the laboratory at Macon. Returning south at the close of the war, he came to Atlanta, and from the very first was prominently identified with the progress, enterprise, and push of this struggling city. In 1867 he organized the R. M. Rose & Co., shortly afterwards changed to R.M. Rose Co., and continued at the head of this firm until a few years ago, when he retired, and was succeeded by his son, Randolph Rose. Such was the reputation of this house, that the label of any goods was the name as his bond, and it received the highest recommendation ever given by the government, and was one of only two houses in the country to receive such a distinction. Since his retirement, Dr. Rose had been a familiar figure on Atlanta streets as he attended to his large real estate business to the very last."

The R. M. Rose and Co. was first listed in the Atlanta City Directory in 1870. Dr. Rose "had a large distillery at Vinings, Georgia, and made his liquor there. He sold wine but did not make any himself. He sold rye and corn and was very proud of the fact that he did not color his corn - it was a clear liquid and not yellow. The liquor ads in the Atlanta papers stressed the fact that ladies could come into his store because there was no saloon attached and no drinking or sampling was ever done on the premises. Mrs. Snipes said the liquor was kept in large casks and was drawn from them into bottles or jugs. It was cheaper to buy by the jug. Prices ranged from a 6 year old Rye at \$1.00 a quart to "Rose's Private Stock" at \$7.00 a jug. In 1904 Rose's Reserve Stock Corn Whiskey was awarded a gold medal at the St. Louis Exposition. It was the only whiskey awarded a gold medal. Rufus' slogan was "Ask the Revenue Officer" implying that

9 MAJOR BIBLIOGRAPHICAL REFERENCES

Elliott, Mrs. J. H., submitted research and first draft of National Register nomination, Summer, 1976.
 Sawyer & Matthews, The Old in New Atlanta, 1976, pp. 33-34.
 Williford, Peachtree Street America, revised edition, 1973, p. 150.

10 GEOGRAPHICAL DATA

ACREAGE OF NOMINATED PROPERTY Less than one acre
 UTM REFERENCES

A	116	742200	3739420	B			
	ZONE	EASTING	NORTHING		ZONE	EASTING	NORTHING
C				D			

VERBAL BOUNDARY DESCRIPTION

LIST ALL STATES AND COUNTIES FOR PROPERTIES OVERLAPPING STATE OR COUNTY BOUNDARIES

STATE	CODE	COUNTY	CODE
STATE	CODE	COUNTY	CODE

11 FORM PREPARED BY

NAME/TITLE Mary Gene E. Elliott, research
Elizabeth Z. Macgregor, Architectural Historian

ORGANIZATION	DATE
<u>Historic Preservation Section, Dept. of Natural Resources</u>	<u>September, 1976</u>
STREET & NUMBER	TELEPHONE
<u>270 Washington Street, S.W.</u>	<u>404/656-2840</u>
CITY OR TOWN	STATE
<u>Atlanta</u>	<u>Georgia</u>

12 STATE HISTORIC PRESERVATION OFFICER CERTIFICATION

THE EVALUATED SIGNIFICANCE OF THIS PROPERTY WITHIN THE STATE IS:

NATIONAL STATE LOCAL

As the designated State Historic Preservation Officer for the National Historic Preservation Act of 1966 (Public Law 89-665), I hereby nominate this property for inclusion in the National Register and certify that it has been evaluated according to the criteria and procedures set forth by the National Park Service.

STATE HISTORIC PRESERVATION OFFICER SIGNATURE

David M. Sherman 3-16-77

TITLE Chief, Historic Preservation Section DAVID M. SHERMAN DATE

FOR NPS USE ONLY

I HEREBY CERTIFY THAT THIS PROPERTY IS INCLUDED IN THE NATIONAL REGISTER

DIRECTOR, OFFICE OF ARCHITECTURE AND HISTORIC PRESERVATION	DATE
<i>Charles D. ...</i>	<u>9/20/77</u>
ATTEST	KEEPER OF THE NATIONAL REGISTER
<i>...</i>	DATE <u>9-17-77</u>
KEEPER OF THE NATIONAL REGISTER	

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CONTINUATION SHEET Significance ITEM NUMBER 8 PAGE 1

he would tell you that Rose Liquor was the purest, safest drink you could buy. The use of four roses first appeared in the month of December, 1905. It appeared at the top of every ad for that month. In 1906 a registered trademark appeared which had a shield with a large "R" in the middle, "Purity Guaranteed" above the R, "trade mark" below the R, "Ask the Revenue Officer" below the shield, and two roses on each side of the shield. So for whatever reason the four roses was chosen, it is a fact that they were using the four roses as early as 1905 when all the family was living at 481 Peachtree (now 537) and had it made into a trade mark by 1906. Four Roses is a blend and was probably the last blending that R. M. Rose did before he died. He was the only one able to do it and he had an interest in the business until he died. Randolph, his son, sold out to the Paul Jones Co. and they were using the brand as early as 1913 and Seagram and Co. records state that Paul Jones bought the Four Roses brand, 'even then acquiring a growing reputation as America's most glorious whiskey.' Randolph Rose moved the company to Chattanooga in 1907 because Atlanta and all of Georgia went dry on January 1, 1908."

There are several legends about how the name 'Four Roses' came into existence. One suggests the true version was acquired when four girls arrived dressed alike and each wearing four roses, thus the basis for the name of a new product, Four Roses. Another more probable legend suggests that 'Four Roses' was named for Rufus M. Rose, his brother Origen (who was associated with the liquor business) and their sons.

An 1906 Atlanta Constitution advertisement reports of the R. M. Rose & Co. whiskey as a valuable medicine "and when used in moderation, its effect on the human system is wholesome and beneficial." It was also said to be "the best and purest medicinal whiskies obtainable."

The R. M. Rose House remained in the Rose family until the mid 1920s. The family of the present owner acquired the Rose House in 1945 and is known as J. H. Elliott Antiques. Architecturally, it is significant as one of the last major examples of the grand residences that once lined Peachtree Street.

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PAGE

Rufus M. Rose House, Atlanta, Fulton County

Photographs by: Walker Campbell, Jr.
Date: May, 1976
Negatives filed at:

1. Front facade, looking east.
2. Detail on front facade.
3. Rear facade, looking west.
4. Threequarter view of south and east facade.
5. Interior stairway.
6. Interior detail.
7. Interior detail.
8. Interior detail.