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SEE ROCK CITY MESSAGE LIVES ON

LOOKOUT MOUNTAIN, Ga. On August 17, a See Rock City birdhouse sign structure was repainted in South Pittsburg, Tennessee, visible from I-24. This project is part of ongoing repaints which also include the historic SRC barns.

“We are in a preservation mode of trying to keep as many SRC signs as possible for nostalgic purposes as southern icons, as well as for advertising,” said Roy Davis, manager of the R&R Hospitality sign company that oversees the repaints. This birdhouse sign has been leased by SRC since 1972 and is one of three birdhouse structures being maintained.

Rock City’s founder Garnet Carter hired Clark Byers, a self-taught painter who worked for a Chattanooga advertising firm, to travel across the country in the 1930s and paint the phrase “See Rock City” on barn rooftops. Two decades after the historic advertising campaign began and over 900 barns had been painted, Byers conceived the idea of building miniature SRC barns which he converted into SRC birdhouses to sell. Since then, hundreds of thousands of [birdhouses](#) have been purchased by visitors globally, including a notable display in the Smithsonian Institution’s National Museum of American History.

SRC Inc. is a hospitality and entertainment company that features the world-renowned Rock City Gardens high atop Lookout Mountain, just six miles from downtown Chattanooga, Tennessee. SRC also owns and operates the Battles for Chattanooga museum, RiverView Inn, Starbucks, Grandview Conference Center and the Incline Railway concessions and ticketing on Lookout Mountain, as well as three year-round Clumpies Ice Cream Co. locations in Chattanooga and Blowing Springs Farm in Flintstone, Georgia. Visit www.seerockcity.com for more info.

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