

A Proclamation Designating Bristol Slogan Sign Day

Whereas, as a gift to the Twin-Cities, Henry L. Doherty, the owner of the Bristol Gas & Electric Company, donated a large 60' x 35' incandescent lighted sign for the purpose of promoting the city; manufactured by the Greenway Advertising Company of Knoxville Tennessee; and

Whereas, to dramatically enhance the promotion of the city the advertising sign was placed on the top of the Interstate Hardware Building near the junction of the Southern and Norfolk & Western Railway lines; and

Whereas, the original slogan placed on the Bristol Advertising Sign read, "PUSH! – THAT'S BRISTOL" and identified the progressive commercial mantra of the day, and was coined by Charles M. Brown local business leader and president of the Bristol Board of Trade; and

Whereas, the sign was dedicated on July 4, 1910 to a crowd of over 3,000 citizens with addresses from Mayor Gammon of Bristol Tennessee, Mayor W.L. Rice of Bristol Virginia and Alderman Dr. J.F. Hicks, followed by a spectacular balloon ascension and the lighting of the "Mammoth Slogan Sign;" and

Whereas, the Bristol Slogan Sign, noted as "one of the largest signs in the nation," was moved April 20, 1915 to span over State Street, on the Virginia – Tennessee State Line; and

Whereas, the Bristol Advertising Club offered a contest to replace the original slogan in 1921, resulting in the new city slogan "BRISTOL, A GOOD PLACE TO LIVE," coined by Jim Cecil, president of the Interstate Hardware Company and The Bristol Country Club; and

Whereas, following decades of neglect, deterioration and an effort to dismantle the Bristol Slogan Sign, a grassroots "Save Our Sign" campaign, led by the Bristol Jaycees and the local media, resulted in the reconstruction of the sign in the 1980s; and

Whereas, on September 8, 1988 the historic Bristol Slogan Sign was accepted to the National Register of Historic Places; one of the first vintage electric signs ever recognized on a national level; and

Whereas, civic and business leaders, and citizens alike, having organized an effort to commemorate Bristol's most visible & historic landmark during its CENTENNIAL year;

Now, Therefore, We, Fred Testa, Mayor of the City of Bristol, Tennessee and James F. Rector, Mayor of the City of Bristol, Virginia, hereby proclaim April 30, 2010 as

"Bristol Slogan Sign Day"

and officially acknowledge the 100th anniversary of the historic Bristol Slogan Sign and it bearing the slogan of the Twin-Cities, BRISTOL, A GOOD PLACE TO LIVE, for nearly ninety of its one hundred years. We encourage the citizens of both Bristol's to participate in this special and historic observance.

This 6th day of April 2010.

*Mayor Fred Testa
Bristol, Tennessee*

*Mayor James F. Rector
Bristol, Virginia*