

FINAL Draft: 9.17.2025

Characters: 765

**SIDE ONE (facing roadside)**

Calvin Coolidge  
1872-1933

Calvin Coolidge was born on July 4, 1872 to John and Victoria Coolidge in Plymouth Notch, in the home attached to the general store. He graduated from Amherst College, worked as a lawyer, and rose through political ranks to become the 48th governor of Massachusetts. In 1920, he was elected Vice President of the United States. Following President Warren Harding's death, Coolidge was sworn in as the 30th U.S. President inside the Coolidge Homestead at 2:47 A.M. on August 3, 1923. President Coolidge and First Lady Grace Coolidge, married in 1905, led the country through the Roaring Twenties from 1923 to 1929. His administration was defined by fiscal conservatism that balanced the federal budget while lowering income taxes.

(continued)

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Characters: 767

**SIDE TWO (facing Cilley store)**

Tourism in Plymouth Notch  
(continued from other side)

Following Calvin Coolidge's rise to the presidency, Plymouth Notch experienced a drastic increase in tourism. Coolidge's visits to his hometown brought sightseers and celebrities like Henry Ford, Thomas Edison, and Will Rogers. When Coolidge established a temporary Summer White House over the general store in August 1924, journalists reported 1,600 visitors in just one afternoon. Entrepreneurial neighbors profited hugely by opening cafes, like Ruth Aldrich's Top of the Notch Tearoom. Florence Cilley's General Store, previously owned by the Coolidge family, sold souvenirs. Fortunate visitors received tours of the Coolidge Homestead led by the president's father, John Coolidge, or housekeeper, Aurora Pierce.

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