



There Is More Than One Way to Spell Wiener: The Story of Nu-Way

Ed Grisamore

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For almost seventy-five years, one of Macon's most famous eating establishments, Nu-Way, has intentionally misspelled the word W-E-I-N-E-R on its marquee. Thanks to a sign-maker misplacing those vowels in 1937, the restaurant has had a conversation piece on the plate along with its legendary hot dogs. James Mallis immigrated to Macon from Greece and opened the city's first fast-food restaurant on historic Cotton Avenue in 1916. Nu-Way is now the second-oldest hot dog stand in America, just a month shy of Nathan's on Coney Island in New York. In his eighth book, *There Is More than One Way to Spell Wiener*, Macon newspaper columnist Ed Grisamore tells the amazing story of how Nu-Way has become a cultural and culinary icon. Nu-Way is part of the fabric of Macon, Georgia. Nearly everyone in town has a Nu-Way story. When people move away, Nu-Way is one of the first places they visit when they come back home. One woman drove almost 500 miles and ordered 150 to go. But it's not just about the food. It's nostalgic. It's a melting pot of Macon. To go downtown for a hot dog at noon is to see the common denominator of businessmen in three-piece suits sharing the same lunch counter with blue-collar workers and street people. The book covers the generations of Macon families that have worked at Nu-Way, captures the passion of its loyal customers and tells the story of how the Norman Rockwell-like logo was painted by a former Macon fire chief. Even Oprah Winfrey dropped by for a chili dog and a Diet Coke on a visit to Macon in 2007. Grisamore has been known to satisfy his cravings for slaw dogs (voted No. 1 in the nation by *The New York Times*) several times each week.

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Mark Adair:

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