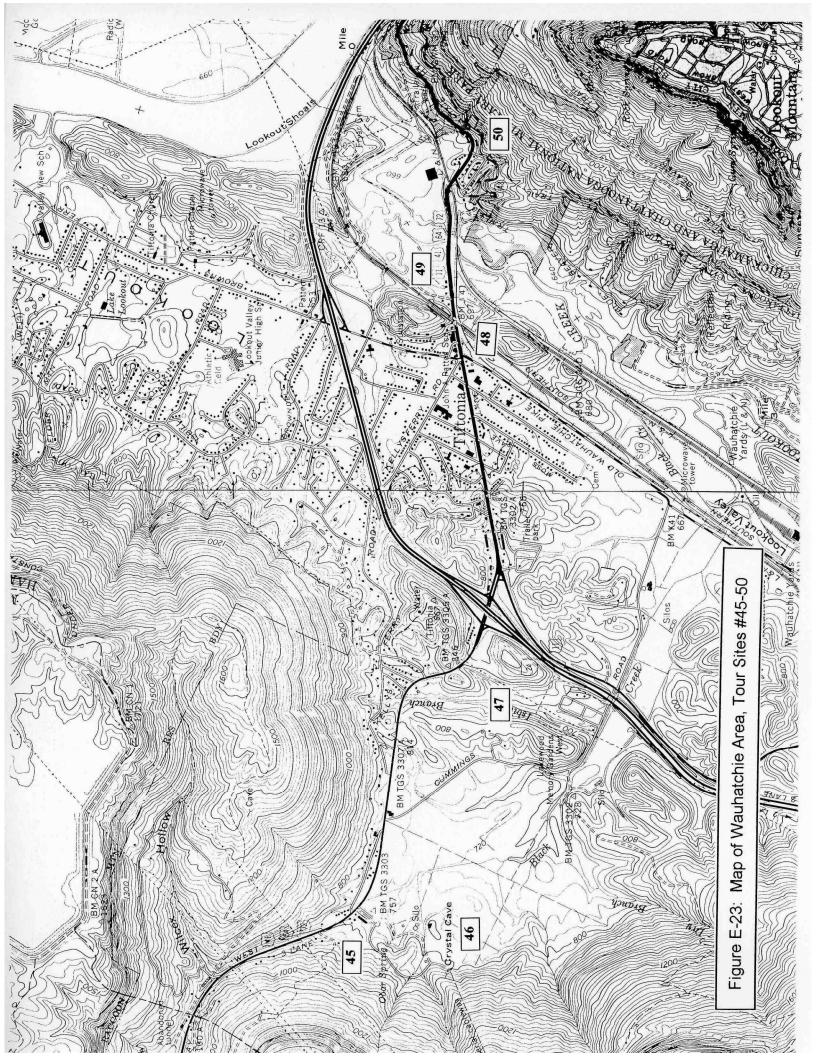


Figure E-22: Advertisement for the Tennessee Power Company, the primary hydroelectric source in Tennessee prior to the development of the Tennessee Valley Authority.



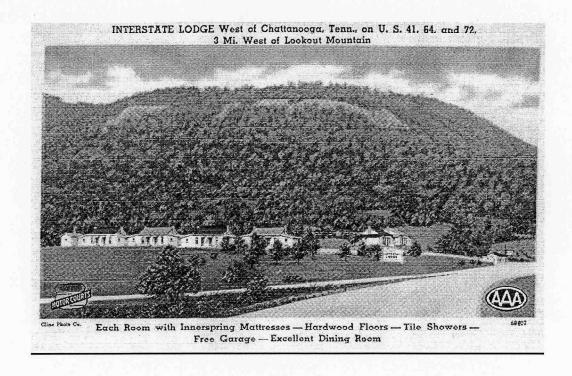


Figure E-24: Postcard View of Alpine Lodge

The postcard text states: Sleep in Safety and Comfort without Extravagance. Recommended by Duncan Hines in "Lodging for a Night." All Strictly Modern Heated Cottages. Pure Tested Mountain Spring Water. Playground for Children.

#46 CRYSTAL CAVERNS (Figure E-25): This cave complex is located in the mountainside behind the Alpine Lodge complex. Louis Lambert, the original developer of Ruby Falls (on tour #2, site #63) developed these caverns after he was forced to sell Ruby Falls in bankruptcy in 1932. He opened this cave system as the Tennessee Caverns before selling it to the owner of Ruby Falls and returning there to work. M. L. C. Smith reopened the caverns in 1952 as Crystal City Caves. The commercial section consists of a well-decorated entrance room that is about one hundred feet in diameter and twenty-five feet high. Several sections have not been explored (Barr 1961:245; Evans and Karhu 1985).

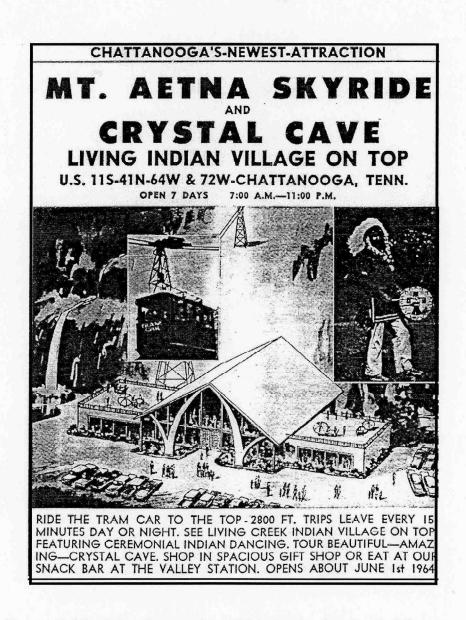


Figure E-25: Advertisement in 1964 circular for Crystal Caverns

#47 CUMMINGS HOUSE, 4025 Cummings Road: Built in 1903 and listed in the National Register, the Cummings House is probably the property most closely associated with the important Chattanooga politician and civic booster Will Cummings. Cummings, born in 1870 and the son of early settlers, played a prominent role in Hamilton County politics throughout his life and was a key player in local political reforms in the court system and school improvements as well as his involvement in the construction of local roads. Cummings was a close friend of Franklin Roosevelt, and when Chattanooga was not selected as the site for one of the early TVA dams, Cummings was instrumental in

convincing Roosevelt of the need of a dam in the area to relieve flooding, to provide electricity, and to ease unemployment. When the Roosevelts visited the Chickamauga Dam site in 1938, they stayed at this house. The Roosevelts were so impressed with the Cummings farm and their efforts in soil conservation that Eleanor Roosevelt devoted her "My Day" column to her visit to Chattanooga and the Cummings farm. Irregular in shape, the house is two stories in height with a dormered gabled roof with large overhanging eaves. The house, blending stone and frame elements, is carefully sited on a small hill at the end of a winding drive, entered through rubble stone entrance gates and flanked by low walls.

#48 APPROACH TO LOOKOUT MOUNTAIN: As the motorist approached Lookout Mountain and its wide variety of tourist attractions, roadside architecture increased. Note several hotels, the "Welcome to Lookout Valley" sign, and new signs for Ruby Falls. Due to the winding nature of the road and poor visibility, motels and tourist attractions placed prominent signs along the road well before the motorist reached the actual site.

#49 FRICKS MOTEL: Little is known about the establishment of this motel, but in 1956 Mr. D. G. Fricks managed the eleven room motel, built on a row-on-row plan. Rooms cost \$4.00 to \$6.00 per night, with special rates for schools. Advertisements for the facility boasted that it had air conditioning, tiled baths, television and radio. In 1964 Fricks was one of numerous lodges advertising in a weekly tourism publication for Tennessee, Alabama, and Georgia. Like most of the motels in the brochure, Fricks was listed not by city but by highway location. Sited along US highways 11S, 41N, 64W, and 72W, Fricks offered "reasonable rates" near Lookout Mountain. Amenities included family rooms, cribs, beauty-rest beds, tiled baths, air conditioning and electric heat, and free TV. The 1964 advertisement also gave a telephone number for reservations and noted that it would accept American Express or Carte Blanche.

#50 LA PLAZA MOTEL: This large motor court built on a modified semi-circular plan features duplexes with attached garages that have been infilled as rooms.

Figure E-26 contains a map showing the locations of Tour Sites 51-65 in the Lookout Mountain area.

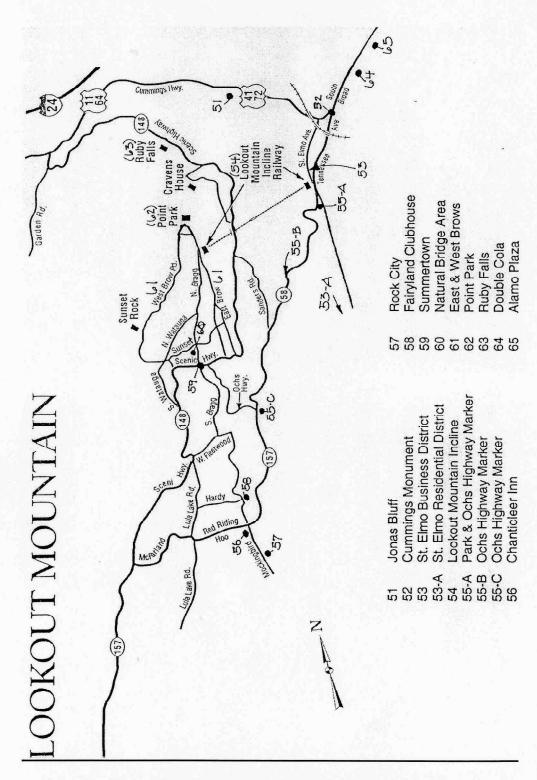


Figure E-26: Map of Lookout Mountain, Tour Sites #51-65

#51 CUMMINGS HIGHWAY, WILL CUMMINGS MONUMENT AT JONAS BLUFF (Figures E-27): As noted above (#37), the state improved this road corridor in the mid-1930s. The 1939 WPA guide to Chattanooga described the new roadway thus:

The Lookout Mountain Bridge, built 1934-35, has its outer face 200 feet above the river bank, while the inner side of the bridge is for the most part flush against the palisades. It forms an artificial ledge 1,060 feet long, with the supporting columns joining the sharp inclination of the mountainside from 12 to 60 feet below. Even from this comparatively low elevation there is a widening view of the river to the north, west, and east. Paralleling the highway, the Tennessee River runs in a northwesterly direction forming the heel and toe of Moccasin Bend (Federal Writers' 1939:264).

In addition to the identical monuments in Jasper (#37) and Chattanooga (#52), a third monument honoring Cummings was placed at Jonas Bluff, a bronze plaque imbedded above the roadway in the rock wall. The monument includes an engraved profile of Cummings and the text:

Will Cummings Highway
Federal Aid Project No. 1
1937
Will Cummings, County Judge
Pioneer Road Builder

A subsequent upgrading of the Wauhatchie Pike section of the Dixie Highway bypassed a substantial curve in the Wauhatchie Pike at Jonas Bluff, including a section with its original concrete paving. This section features a beautiful concrete parapet rail with diamond shaped cut-outs. The state created a small pull-off here (which is now barricaded and somewhat vandalized).

#52 CUMMINGS MONUMENT, CHATTANOOGA: As discussed under the text in Jasper (#37), after the state rebuilt the Wauhatchie Pike section of the Dixie Highway (The Will Cummings Highway) in the mid-1930s, private citizens erected paired monuments honoring Will Cummings and The Will Cummings Highway in Jasper and Chattanooga which were dedicated in elaborate ceremonies 24 October 1937. Chattanooga's monument is located in a small park at the foot of Lookout Mountain at the beginning of the Will Cummings Highway.

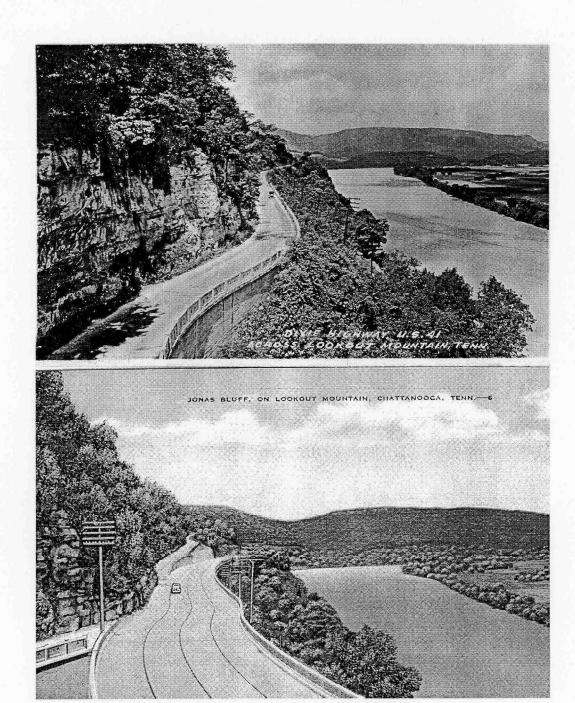


Figure E-27: Jonas Bluff at the base of Lookout Mountain: The top view shows the original alignment of the Dixie Highway and states "Dixie Highway, U.S. 41 across Lookout Mountain, Tenn." Construction of this section in 1918 was the first federal aid project in Tennessee. The bottom postcard shows the alignment after a road improvement eliminated the curve. The bypassed curve, which retains its early concrete paving, is now a pull-off area.

#53 ST. ELMO: Chattanooga's yellow fever epidemic in 1878, in which 366 people died, increased interest in summer homes on nearby mountains and in outer-lying areas. As a result, in 1879, A. M. Johnson began subdividing and developing his wife's farm, originally named East Side, and concurrently developing the large Forest Hills Cemetery. Johnson also constructed the Johnson Turnpike (now Ochs Highway, on tour #2, site #55) to replace the Whiteside Turnpike in order to allow easier access to Lookout Mountain (on tour #2, site #s 56-63) where many summer homes and an elite resort area existed.

In 1885, Johnson expanded the development and named the entire area St. Elmo. The name is derived from the novel *St. Elmo* by Augusta Evans Wilson, one of the best known southern female authors of the nineteenth century whose pro-Confederate works were banned in Union Army camps. The novel was set in this valley and featured several local sites, including the spring at which a duel was fought that is located in the business section of St. Elmo. A large National Register listed residential district of over 700 properties, the St. Elmo Historic District, lies south of the tour route.

Note the old Kays Ice Cream cone, another good example of advertising designed to attract the attention of the passing motorist. Frank Kollmansperger started Kay's Kastles, a regional ice cream shop that also sold hot dogs, in 1934 on Brainerd Road in Chattanooga. Kay's sold its wholesale ice cream manufacturing operation to Mayfield Dairy, a regional dairy operation, in 1970, and it was sold several times in the 1980s. As a result, most of the old Kay's Kastles are now individually owned and the sites of other types of restaurants. In Chattanooga, only the Kay's Kastle in the Soddy-Daisy area retains much of its original appearance.

The Winn Dixie sits on the site of the old Confederama, which now operates as part of The Battles for Chattanooga on Lookout Mountain, next to Point Park. Advertised in 1964 as one of the city's newest attractions, the Confederama featured "5,000 miniature soldiers fighting the War of Northern Aggression with flashing lights and smoke."

#54 LOOKOUT MOUNTAIN INCLINE AND THE DEVELOPMENT OF LOOKOUT MOUNTAIN (Figure E-28): When General U. S. Grant scaled Lookout Mountain after the battle with the Confederate Army in 1863, it took him nearly four hours to travel by horse and carriage on a rough wagon road up the mountain. The current Incline, built in 1895, takes less than fifteen minutes to make the trip.

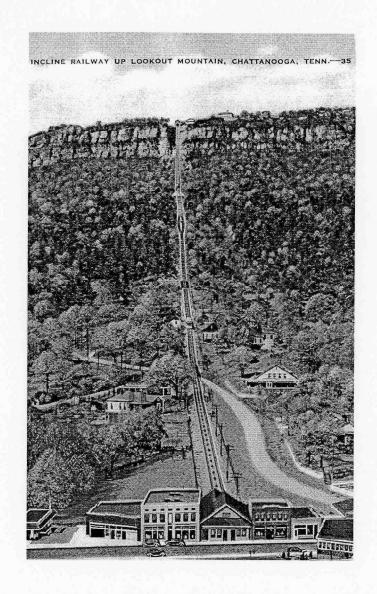


Figure E-28: Historic Postcard, "Incline Railway Up Lookout Mountain, Chattanooga, Tenn." The text on the back states, "The incline runs from St. Elmo, at the base to the summit of the Mountain, 4,750 feet long, crossing historical battleground, and the steepest cable incline in the world."

By the mid-1800s, locals and visitors viewed Lookout Mountain as a cool and picturesque retreat and attempted to commercialize the mountain. However, no roads then existed. In 1852, developers acquired a charter to build a toll road up Lookout Mountain, the Whiteside Pike. Concurrently, developers built the Lookout Hotel which opened in 1857, becoming a popular summer health resort.

The Whitesides owned both the toll road and "the Point," now Point Park. By 1860, over 75,000 tourists annually used the toll road to either stay at the hotel or to simply view the magnificent view from the Point. During the Civil War, both sides used the hotel as a hospital. A few years after the war, fire destroyed the hotel. Interest waned in the development of the mountain top until the mid-1880s.

In the 1880s, toll revenues dropped after the construction of a second free road, even as crude as it was. To regain their profits, the Whitesides refused to sell a \$0.25 ticket to the Point, the main tourist attraction on the mountain, unless the visitor had paid the \$2.00 fee to travel their toll road. When sued, the courts upheld the rights of the Whitesides to restrict access to their property.

However, developers sought other ways to beat the Whitesides at their own game, which led to the construction of the first incline, known as Incline Number 1. Several local businessmen purchased the land immediately below the Point and built a hotel which would command a view similar to that from the Point. To provide access, the investors built a three-foot narrow gauge incline railway from St. Elmo to the Point, and from the hotel along the west brow to Sunset Rock. The Narrow Gauge Incline, located to the north of the existing Incline, was completed in 1886, and the Point Hotel (Figure 29) opened in 1888. A competing group of investors built the Broad Gauge Railroad in 1889. Although longer in length, the route climbed the mountain more indirectly and avoided some of the more "spectacular" curves and "exciting" views and experiences of the Narrow Gauge. This trip took about an hour and covered fifteen miles. In 1891, this second group of investors opened their 365-room exclusive Lookout Inn Hotel, which the Broad Gauge serviced. A fire destroyed the hotel in 1908; its location was opposite the present Incline Number 2 Station. Although the Broad Gauge operated well technically, it was a financial loss and closed periodically.

Consequently, a third group of investors built another incline, the present Incline Number 2. In the 1890s, the tourism potential of the mountain was evident from the number of summer cottages, hotel visitors, and the creation of the national military park. Also, an incline could provide safe, fast, and inexpensive transportation for local residents. The Lookout Mountain Incline Railway Company built its incline up the steepest, but most direct part of the mountain. Opened on 16 November 1895, the Incline was the steepest passenger incline in the world, with a grade of 72.7 percent at its steepest point. Efficient, its tremendous success spelled doom for its two competitors. The Incline Number 1 closed in July 1899, and the entire Broad Gauge line was sold for scrap in April 1900. Since the, the Incline Number 2 has been the only rail service to and from the mountain.

Listed on the National Register, the track is nearly a mile long. Joseph Conn Guild, Sr., a partner in a local engineering firm, designed the Incline. Originally, huge coal burning steam engines situated in the power house at the crest of the mountain, powered the Incline. On each trip, the cars carried coal in special containers on the front of the cars. In 1911, electric power replaced the steam powered system.

The Incline originally used wooden cars, and after a fire in 1919 closed the Incline for two years, the company updated them with larger wooden cars that carried 32 passengers. In 1949, steel cars that carried 40 passengers replaced the wood cars. The cars, specially built for the Incline, tilted at an 18 degree angle. New 44-passenger cars, which resembled the appearance of the older wooden cars including the coal boxes, replaced the steel cars in 1987.

A 1913 brochure from the Chattanooga Railway and Light Company promoted the Incline for "driving" tours of sites in Chattanooga, especially the battlefields. The light rail company was associated with the Lookout Mountain Railway Company and the Incline Railway Company. As a result, the vacationer could use not only the Incline, but the street rail system to get around the town.

The Incline has a spotless safety record. It uses an Otis elevator safety feature on each car to automatically lock the car down if it exceeds eight miles per hour. Conductors also have manual brakes for emergencies. In addition, the engine room has automatic brakes that can be used to stop the cars in the event of power failure. Over the years, the Incline has transported pregnant women to the hospital, food and medical supplies during winter storms, children to school, and commuters to their jobs in downtown Chattanooga. The Chattanooga Area Regional Transportation Authority operates the Incline as part of Chattanooga's transit network.

In 1991, the American Society of Mechanical Engineers designate the Incline as the 100th National Historic Mechanical Engineering Landmark for its role in the development of Lookout Mountain and for its innovative design and safety features (CARTA 1993).

As part of today's tour, a ride on the Incline is included, beginning at Point Park near the end of the tour.

#55 TRIANGULAR PARK AT FOOT OF OCHS HIGHWAY (#55A-Park at foot of Ochs Highway; #55-B-Ochs Highway; #55-C Marker on Mountain): This small triangular park (#55-A) contains two markers, both related to Adolph Ochs, Chattanooga resident and owner and publisher of the *Chattanooga Times* and *New York Times*. Although he moved to New York City in 1896, his extended family remained in Chattanooga and ran the *Chattanooga Times*. The family was actively involved in many civic endeavors and charitable activities. This park commemorates two of those activities: the Lookout Mountain Park as part of the Chickamauga-Chattanooga National Military Park and the Ochs Highway.

Ochs and his family were deeply involved in the efforts to create and expand the National Military Park (on tours #1 and 2). As noted above, local property owners controlled vehicular access to Lookout Mountain and owned substantial acreage on the Point. Therefore, even though the original 1895 park contained an impressive 5,562 acres, in the 1890s Ochs launched a local campaign to expand the acreage, and in 1898 the Cravens Terrace area on Lookout Mountain was added to the park (Figure E-29). In the mid-1920s, Ochs led another effort to expand the Lookout Mountain acreage (as referenced in the 1925 marker below). After his death in 1935, the group donated approximately 2,700 acres on Lookout Mountain to the park system in honor of Ochs. The 1940 museum at Point Park is named for Ochs. The large marker on the left (east), from 1925, is associated with these efforts and reads:

Chattanooga-Lookout Mountain Park Inspired and Made Possible by Adolph S. Ochs Incorporated July 25, 1925 By Special Act of the Tennessee Legislature

[list of 123 groups and individuals]

Chattanooga-Lookout Mountain Park comprises over three thousand acres surrounding the point of Lookout Mountain and extending south of the eastern and western slopes into Dade and Walker Counties Georgia

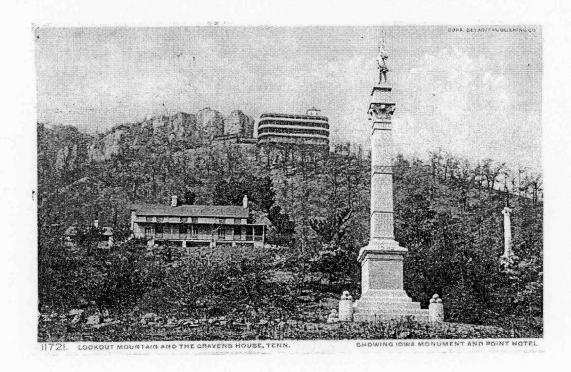


Figure E-29: Postcard of Civil War associated tourist attractions on Lookout Mountain: the Cravens house, the Iowa Monument, (both within the National Military Park) and Point Hotel (not extant)

The smaller marker on the right is connected to the St. Elmo Turnpike/Ochs Highway (#55-B). Ochs and his brother Milton were actively involved in the good roads movement. In an effort to increase tourism in the Lookout Mountain area, Ochs advanced Hamilton County \$150,000 to repair the St. Elmo Turnpike and to thus provide a free road to the mountain. This road led from the Dixie Highway to Point Park and was built in conjunction with efforts to construct the Lookout Mountain Scenic Highway. After Hamilton County completed repairs to the turnpike in 1931, the county named the road in honor of Ochs and his brother Milton. Ochs stipulated that the \$150,000 advance be repaid to the Chattanooga Mountain Park Association.

Identical monuments to Ochs are located in a triangular park at the base of the road in St. Elmo (#55-A) and at a fork in the road about halfway up the mountain (#55-C). The monuments read:

OCHS HIGHWAY

Opened in 1931

To the top of Lookout Mountain and the Tennessee Georgia state line; Penetrating the eastern territory of the Chattanooga-Lookout Mountain Park. Named in honor of Adolph S. Ochs and Col. Milton B. Ochs whose cooperation made possible the construction

Will Cummings,
County Judge.
E. G. Murrell,
County Engineer.

T. S. Wilcox, Chairman, E. R. Betterton, S. A. Robertson, Highway Comr's.

At the fork near the top of Lookout Mountain, the Ochs Highway continued to the north (right) in Tennessee. In 1928, Garnet Carter built Ochs Extension, the road to the south (left), to his development in Georgia, Fairyland (on tour #2). Note the spectacular view of Lover's Leap from the road. In the 1920s, this feature was on the grounds of Carter's private residence but is now a focal point of Rock City (on tour #2, site #57). Figure E-30 contains a 1940S Tour Map of the Lookout Mountain area.

#56 CHANTICLEER INN: Nicely located near the Incline and Rock City.... Or as the current brochure reads "Atop Lookout Mountain Close to ALL Attractions." Called Chanticleer Lodge by the 1940s, this complex had twelve rooms, was located six miles west of the city on Lookout Mountain, and charged \$5.00 to \$6.00 per night. According to a 1955 Quality Courts brochure, the Lodge was part of the Quality Courts group ("clean, compatible, refreshing, safe"). Mrs. Richard Watkins operated the stone lodge and cottages and furnished them with antiques. They had "completely modern appointment[s]" and served meals to their guests (Quality Courts 1955).

Lookout Mountain

Circuit Tour—20 Miles Driving Time 1½ Hrs.

THE LURE of Lookout lies in the appeal of its many varied interests. History, beauty, thrills—the world's steepest incline, the inspiring grandour of the panorama from Point Park, long famous interactionally as one of the world's great views! On these rugged cliffs the famous Buttle Above the Clouds' once raged. Below, lies a pleasant valley with Moscosin Bend, the thriving city of Chattanooga, then beyond, Chickanauga Dam and Lake, and range on range of purple mountains.

Within coversous chambers, a thousand feet beneath the crest, is Ruby Falls—reached by elevator! On the eastern brow, wierdly impressive as though the gods at play had built a magic garden, is Rock City. Here, too, is "Fairyland" with its club, golf course, and gool—private but open to guests of members. And here are the original "Tom Thumb" links that started as amusement fad that swept America! Lula Lake (4 miles beyond the circuit tour: rood fair) is ideal for piculos and for swimming in a setting of unspoiled charm. The Lookout Mountain hotel provides golf, a pool, a mocalight dancing patio. The slopes of the mountain are interloced with bridle paths and hiking trails, gloriously varied as the seasons change and commanding sudden unserpected visits of breath-taking beauty.

Hotel rates start at \$7, American plan. A dosen charming tourists homes—Chamticleer, The Hermitage, Higherest, Sunset Cottage—hid the traveler welcome. Rooms \$1 up. And delicious southern cooking! Or stop at any of Chartenooga's many modern down-town hotels and tourists courts—then motor each day to menes of interest.

For the Lookout "circuit tour" follow the arrow course shown on map. A stay, a week—an entire vacation on Lookout will be a treat for ALL the family. Break year jump south or returning home—you'll enjoy year stay.

St. Elmo bus (So. on Market) to Incline, round-trip including Incline and bus tour on top. 50c.

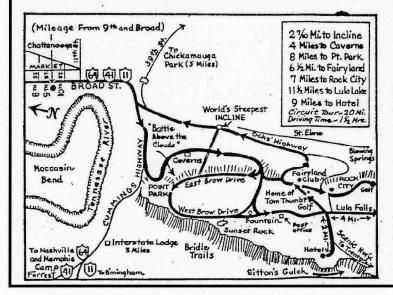


Figure E-30: Throughout the twentieth century, tourism has played a strong role in Chattanooga's economy. This tour, Tour No. 3 Lookout Mountain, is from a 1940S tour booklet that Chattanoogan, Inc. published in association with the Chattanooga Chamber of Commerce. Other tours included Signal Mountain, Chickamauga Park, and Chickamauga Lake. Today's tour will cover much of the same route but in reverse from the route shown on the map. In other words, our tour begins at the Incline and will loop clockwise back to Cummings Highway.

#57 ROCK CITY (Figure E-31) (STOP AND LUNCH): Travelers as early as the 1820s noted the unusual rock formations on Lookout Mountain, and the area was called Rock City by the mid-1800s. Its famous slogan, "See Seven States," actually had its origins in a Civil War diary that described the unusual rock formations and views. In 1924, Garnet Carter (1883-1954) began development of a residential neighborhood on the Georgia end of Lookout Mountain. He named the area Fairyland due to his wife Freida's interest in European folklore and fairy tales. Roads and trails followed natural contours and bore names such as Red Riding Hood Lane, Gnome Trail, Pied Piper, Peter Pan, Mother Goose, and Tinker Bell. Many of the original houses were of local materials such as stone and logs, often English Revival in style.

A key component of Carter's development was the Fairyland Clubhouse (on tour #2, site #58). This development contained the nation's first miniature golf course.

The 1929 Wall Street crash and the Great Depression wiped out Carter's fortune. Virtually all the Carters had left was their home on Lookout Mountain, which included Mrs. Carter's ten-acre rock garden that she had begun in the late 1920s. They spent the next two years improving the rock garden, landscaping the area and adding creative touches such as ceramic fairy tale characters taken from the hotel's golf course and others imported from Germany. On 21 May 1932 they opened the rock garden as Rock City. The old entry gates (to the left, east, of the current entrance) date to 1932. The main visitor's center dates to 1936. Originally, this building housed the ticketing area, the souvenir gift shop, and a small coffee shop. The Coffee Shop and Gift Shop, whose facades are mirror images, surround the patio and were built in 1946 and 1947. Until then, the current patio area had been used for parking but was then paved with crab orchard flagstone, a material indigenous only in the Cumberland Mountain Plateau. Over the years, the facility added parking lots as needed; note the stone curbing. The Fire Station dates to the early 1950s. The restaurant was built in 1967. Also, in 1967, the facility expanded the Coffee Shop to surround the Saddle Rock which is within the existing building. In 1972, the Fudge Kitchen and the main rest room facilities were built as was much of the northern parking lot (Chapin 1998).

Carter realized he needed a gimmick to advertise his business, and in 1936 he ordered one of his employees, Clark Byers, to begin painting "See Rock City" on barn roofs; later versions included "To Miss Rock City Would Be A Pity." At first farmers allowed them to paint the signs for free in exchange for painting the entire barn, but once the idea caught on and other businesses began competing for barn space, farmers began to charge a fee, usually five to ten dollars. The location of the first "See Rock City" barn was on the Dixie Highway north of



Figure E-31: 1964 Advertisement for Rock city (National Association of Travel Organizations 1964:15)

Chattanooga (Preston 1991:152). At their height, about 800-900 barns existed in eighteen states. The number is drastically lower now, in part, due to restrictions on billboards along major roads. By the mid-1990s, about 200 barns remained, however, Rock City continues to re-paint only 85 of these (Jenkins 1996; SCA News Summer 1992:3-4; *Tennessean* 14 July 1991:J-1; Wick 1980:17-19). Members of Carter's family still operate Rock City.

#58 FAIRYLAND CLUBHOUSE (Figures E-32 and E-33): When Garnet Carter began to develop the Fleetwood section of his elite Fairyland Estates residential community, he included the Lookout Mountain Fairyland Club, or Fairyland Inn as it was first known. Listed in the National Register, the complex was built between 1924 and 1925 as a social and recreational center for local residents as well as the wealthy elite of the South who could use it for business conferences, meetings, and recreational purposes. In 1925-1926, Miami hotelier J. Perry Stoltz acquired half interested in the Fairyland Inn and announced plans to built a fifteen story hotel adjacent to the inn. Local residents opposed his plans, and he agreed to reduce the height to three stories and made other compromises to blend the facility into the area. However, Stoltz died suddenly, and instead, the owners expanded the existing inn with the addition of what was then one of the largest ballrooms in the South, a cliff top terrace, and improved tennis and swimming facilities. The Cliff Terrace dining area commands a spectacular view from Chickamauga Bluff, 700 feet above St. Elmo. Also, in 1927, the nearby Lookout Mountain Golf Course opened.

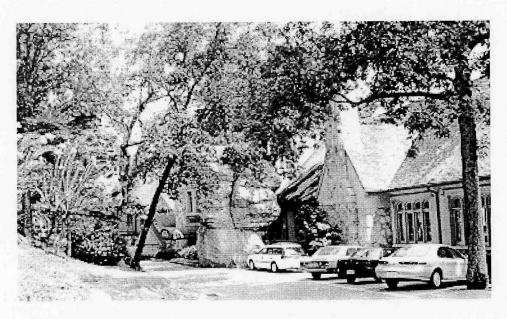


Figure E-32 Fairyland Club, Lookout Mountain, Georgia

The main building is a two-story stone and stucco Tudor Revival style structure designed by Chattanooga architect William Hatfield Sears. Asymmetrical in shape and built of local stone, the Lookout Mountain Inn features stucco, Tudor arches, decorative use of half timbering, bay windows, stone accents, a three-story castle-like tower with crenelated battlements--all meant to be evocative of the mythical fairy-tale era.

In 1925, Carter hired landscape architect Warren H. Manning (1860-1938) of Cambridge, Massachusetts, to develop the grounds. Manning was a nationally known landscape architect who had worked for ten years for Frederick Law Olmsted before starting his own firm. He and his firm designed several city parks as well as residential landscapes for influential leaders such as John D. and William Rockefeller and Cyrus McCormick. The naturalistic grounds are one of the site's most attractive features. The numerous large and unusual rock formations, reminiscent of fairy tales, inspired the name "Fairyland" and were key features in the early promotional literature for the area. Of special note are the tall rock sentinels, the "Twin Sisters," that flank the club drive at the main entrance. The unique rock formations and landscaping also reinforce the theme of the fairy-tale era.

In 1927, the Lookout Mountain Fairyland Club leased the facility as a private social and recreational club, limited to a membership of 1,000.

In 1927-1928, Mrs. Frieda (Utermoehlen) Carter, wife of Garnet Carter, designed the Tom Thumb Golf Course, America's first miniature golf links. It originally had eighteen holes surrounded by elves, dwarfs, and fairies. Players putted balls through pipes, hollow logs, and tunnels, and around rock formations on a green dyed cotton seed hulled surface. The golf course originally served as a temporary course while the Lookout Mountain Golf Course was under construction, but Mrs. Carter intended it for the use of wives and children while the "menfolk" played "real" golf. Its smash success led Carter to the realization it was a potential money-maker, and he began to pre-fabricate miniature golf courses to his specifications. He received a U.S. Patent in 1928. By 1930, when he sold the Tom Thumb Company for \$200,000, he had sold 6,000 miniature golf course kits across the U.S. and overseas. In October 1930, the Fairyland Club hosted the first and only National Tom Thumb Tournament. The club later expanded the course to twenty-four holes, but it eventually fell into disrepair. In 1958, the relocation and shortening of a curve on Fleetwood Drive through the course destroyed it. The club converted the remaining golf course into open greenspace and parking. Although the original Tom Thumb Golf Course is no longer recognizable, some of the original ornamental features, such as gnomes, remain.

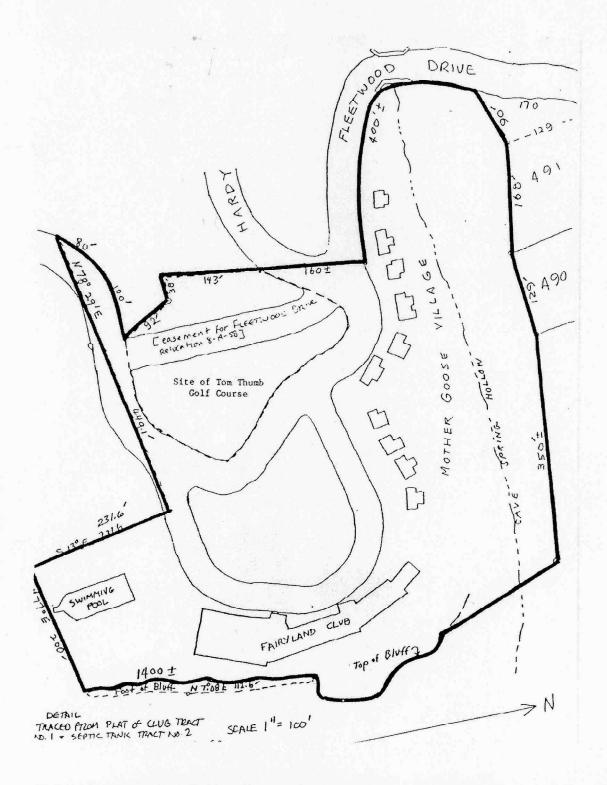


Figure E-33: Map of Fairyland Club Showing National Register Boundaries

In 1928, the facility expanded with the addition of ten cottages in Cave Spring Hollow on the northwest edge of the property. Mrs. Carter designed this complex of two bedroom cabins that were intended to serve as vacation hideaways for longer staying guests, especially families. In keeping with the theme of the overall development, Mrs. Carter called the area the Mother Goose Village. Each cottage bore the name of a nursery rhyme character: King Cole, Cock Robin, Miss Muffet, Jack Horner, Blind Mice, Pumpkin Eater, Jack and Jill, Old Woman in a Shoe, Bo Peep, and Tom Tucker.

After the collapse of the stock market in 1929 and the onset of the Great Depression, unpaid membership dues created financial problems for the Fairyland Club. In 1930, the club ceased private operation and reopened as a public inn. Insufficient revenue forced the inn into mortgage liquidation in March 1931. An Atlanta consortium outbid Mr. Carter and paid \$68,000 for the property. It was then that Carter turned to the development of Rock City (on tour #2, site #57). The consortium operated the club as a private club until 1945 when the club members voted to purchase the club property. The Lookout Mountain Fairyland Club remains today as a private, membership club (Thomas 1990).

#59 SUMMERTOWN: Summertown, the first community on Lookout Mountain, was in this general area. In 1856, Colonel James A. Whiteside built the Lookout Mountain Hotel and several cottages, primarily for summer residents. Whiteside also built a toll road up the side of Lookout Mountain, eventually rendered obsolete by the Johnson Turnpike which in turn became Ochs Highway (on tour #2, site #55-B). Visitors arrived in Chattanooga on trains or steamboats, and the hotel arranged for carriages to bring them up the Whiteside Turnpike. A skirmish occurred near here, and both Confederate and Union troops occupied the hotel during the Civil War, and Jefferson Davis convalesced in one of the cottages after his release from prison in May 1867. During the Yellow Fever Epidemic of 1877, many people sought refuge at the hotel. In the late 1800s, a narrow gauge railroad that provided trips around Lookout Mountain originated at the hotel.

#60 THE NATURAL BRIDGE AREA: In the late 1800s many people practiced spiritualism and participated in seances. In 1885 the Southern Spiritualists Association acquired a hotel in this area, the Natural Bridge Hotel which had been built in the 1870s. The group held daily meetings, lectures, and private seances in the hotel, and later, in an octagonal pavilion with a capacity of about 500 people. About 1890, as the spiritualism movement waned, the group abandoned the hotel.

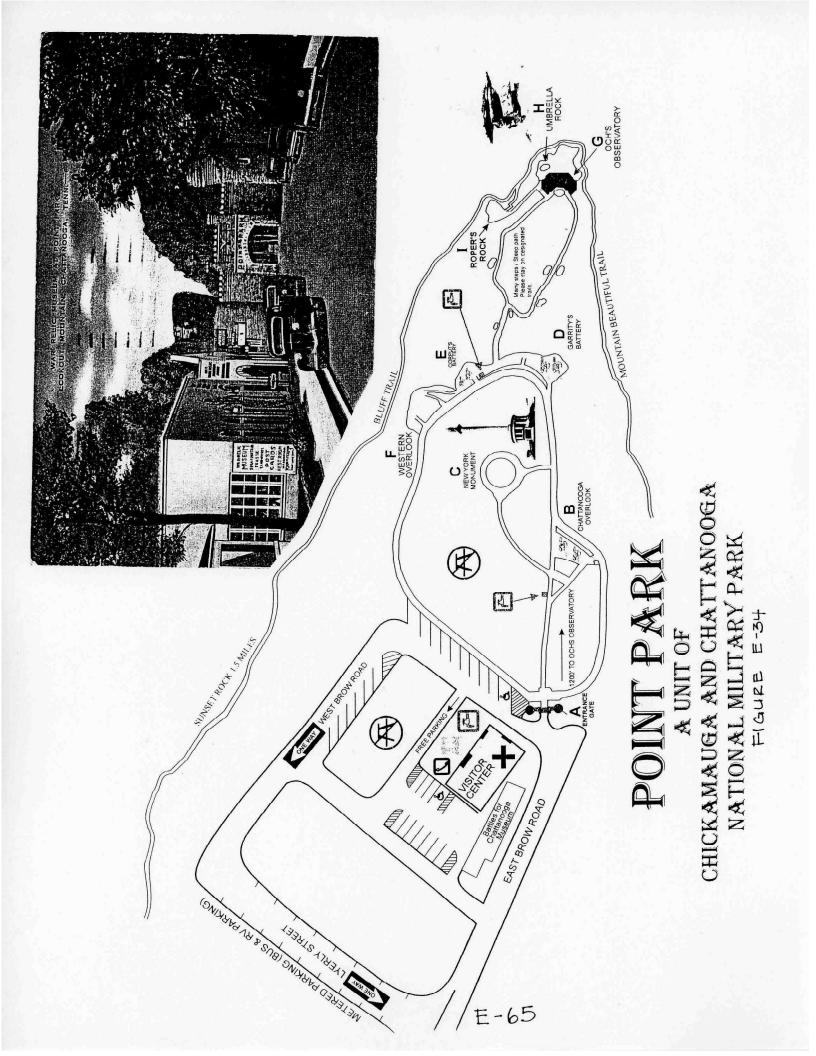
None of these man-made features remain. However, the natural bridge itself, known as the Lookout Mountain Bridge, (on the left, west, side of the road) continues to exist in a small overgrown park. Natural bridges are unusual features in urban settings but consistent with the unique rock formations on Lookout Mountain.

#61 RESIDENTIAL AREAS ALONG EAST AND WEST BROW ROADS: In the late nineteenth century, especially after the Yellow Fever epidemic of 1878, Chattanooga residents built summer homes on Lookout and Signal Mountains. The area grew after the construction of the first incline and the construction of a narrow gauge railroad around the top of the mountain in the 1870s and 1880s. The abandoned railroad bed is still visible in some areas. Large summer resort hotels also flourished in the area, although none are extant. With improved vehicular access beginning in the 1920s on Ochs Highway, Lookout Mountain became an affluent residential suburb. Numerous residences of various architectural styles and periods remain. Houses along the East and West Brow Roads command spectacular views.

NOTE: STOP AT POINT PARK INCLUDES RIDE ON INCLINE (#54). ROUND TRIP RIDE DOWN TO THE FOOT OF LOOKOUT MOUNTAIN AND RETURN TO POINT PARK AT TOP

#62 POINT PARK (Figure E-34):

CIVIL WAR BACKGROUND: Until 1863, the Civil War largely seemed to be a stalemate. Modest Union successes in the West at Forts Donelson and Henry and at Shiloh offset bloody repulses in the Eastern Theatre. However, in 1863 Vicksburg fell to Union forces simultaneously with the Union victory at Gettysburg, and the momentum changed. Two cities were considered key to the western campaign: Vicksburg on the Mississippi River and a railhead for the Southwest, especially Texas which was pivotal to the cotton embargo and blockade, and Chattanooga which formed a doorway between Richmond and the mid-South due to topography and its rail connections. With the Union victory at Vicksburg, Chattanooga became a pivotal objective.



After six months of inactivity and recuperation following the Battle of Stones River at Murfreesboro in Middle Tennessee in December 1862, Union General William Rosecrans moved his Army of the Cumberland out of Murfreesboro in June of 1863. Rosecrans mounted a brilliant campaign, advancing from Murfreesboro to flank a puzzled Confederate General Braxton Bragg who retreated from the Shelbyville-Wartrace-Tullahoma area of Middle Tennessee into Chattanooga, and Rosecrans gained the lower half of Middle Tennessee with only a few casualties. Rosecrans's next move threatened the Western and Atlantic Railroad, and as Rosecrans advanced on Chattanooga, Bragg retreated from Chattanooga for a new position in north Georgia. Rosecran's skillful outmaneuvering of Bragg allowed him to occupy Chattanooga without a major battle or significant casualties, and many historians consider it to be one of the most brilliant feats of military tactics of the war.

However, on 19-20 September 1863, the armies of Rosecrans and Bragg finally met at Chickamauga, just outside of Chattanooga in north Georgia. The battle was a near Federal rout and one of the bloodiest of the war, with 1,600 Union soldiers dead and 16,000 wounded. Although victorious, Confederate troops had roughly the same number of wounded and about 2,300 who died. The battle would have been a total disaster if not for General George H. Thomas, ever afterwards known as the "Rock of Chickamauga," who did not know that Rosecrans had retreated to Chattanooga and held his position against assaults by superior numbers. Afterwards, Union troops remained in Chattanooga, short of supplies and food, while Bragg besieged the city. Rosecrans seemed unable to cope, and worried about the situation, Washington promoted Thomas as commander of the Army of the Cumberland. Rosecrans immediately left Chattanooga, and Thomas wired Grant that Chattanooga would be held "until we starve." Ulysses S. Grant, recently victorious at Vicksburg and new supreme commander of Union operations in the west, advanced to Chattanooga and took command.

Grant carefully approached Chattanooga and set the stage for his attack, bringing in additional troops and opening a supply line, called the "Cracker Line." Union troops held the railroad center of Chattanooga, and Confederate troops occupied ridges and mountains east and south of town, including Lookout Mountain and Missionary Ridge, the two main heights that faced the city. Grant's attack began in late November 1863. On the 23rd of November, Union troops under General Joseph Hooker won a battle at Wauhatchie and successfully advanced up rugged Lookout Mountain under cover of a heavy fog, giving the battle the nickname, the Battle above the Clouds. On the 25th, Union troops attacked the badly out-numbered Confederate troops on Missionary Ridge where Bragg had his headquarters. After a decisive Union victory, the Confederates withdrew to Dalton, Georgia, and Bragg resigned from command.

A note of trivia: Grant, Thomas, William T. Sherman, and Phil Sheridan are generally considered to have been the best Union generals, and Chattanooga is the only Civil War battle in which all four participated.

Victory in Chattanooga left Federal troops in control of Tennessee, and provided Union General William T. Sherman an open path for his advance on Atlanta, made immortal in the screen classic *Gone With the Wind*, and Sherman's infamous March to the Sea.

Grant emerged from the western campaign a national hero, and in 1864, was appointed lieutenant-general and general commander of the Union Army. The 1863 victories left Union forces in control of the main rivers and railways, allowing Federal troops to control supplies and materials, setting the stage for the next phase. In 1864, Sherman's efforts in the deep South, which destroyed vast amounts of food and supplies, coupled with Grant's efforts in the Virginia area, where he used his numerical superiority to wear down the Confederate army in repeated engagements, proved decisive to the war effort, setting the stage for Confederate surrender in 1865.

POST CIVIL WAR: In 1888, a former regimental commander of the Army of the Cumberland, Henry V. Boynton, visited the battle site as a newspaper correspondent and conceived the idea of making a portion of the battlefield a memorial to Union troops. However, a broader vision of creating a memorial to both armies soon emerged, a dream he revealed at the conclusion of his series of newspaper articles.

This suggestion received wide approval in an era when war was highly glorified and reunions were a yearly event. A committee, organized at the 1889 Society of the Army of the Cumberland Reunion held in Chattanooga, invited an equal number of Confederate veterans to join them. This representation of both armies met, drew up a charter, and became incorporated as the Chickamauga Memorial Association. The group approached Congress which appropriated money for a park and created the Chickamauga and Chattanooga National Military Park on August 19, 1890. The proposal, which had been approved within thirty minutes by the House and twenty minutes by the Senate, was signed the same night by President Benjamin Harrison.

The Chickamauga-Chattanooga National Military Park ("Chick-Chatt"), the first national military park in the United States, was dedicated in September 1895. The crowd attending this celebration was estimated at fifty thousand and included several notable figures such as Lieutenant-General John Schofield and General James Longstreet, twenty-three congressmen, nine United States

senators, fifteen governors, and Vice-President Adlai E. Stevenson, who presided. Boynton and other veterans directed the placement of 1,400 monuments and markers under the guidance of the War Department, which administered all national military parks until their transfer to the National Park Service in 1933. By 1899, Congress had created other national military parks at Shiloh, Gettysburg, and Vicksburg.

Leaders who supported the creation of this park were General Boynton (often called the "father of Chickamauga Park"), Ferdinand Van Derveer, Captain J. F. Shipp, and Adolph S. Ochs. Although the original park had 5,562 acres, Ochs immediately led a local effort in expanding its acreage. The original park did not contain two areas of military consequence, Cravens Terrace and Cameron Hill (which was never acquired and was destroyed in the 1960s through urban renewal and the construction of I-24). The assault on Lookout Mountain, called the "Battle Above the Clouds," was a key engagement in the battle for Chattanooga.

During the late 1890s, private owners had restricted access to Cravens Terrace on Lookout Mountain in an attempt to create their own tourist attraction. A. W. Chambliss worked with Ochs and in 1898 finally secured this area for the park. Ochs' efforts reached a climax in 1935, after his death, with the gift of approximately 2,700 acres in the Lookout Mountain area to the park system. A local citizens group that Ochs had formed in the mid-1920s donated the land. The 1940 museum at Point Park is named for Ochs.

Today, the park boundaries enclose a total of 8,190 acres and includes two major and six minor areas in the Chattanooga area. The Wauhatchie Route of the Dixie Highway, U.S. 41/11 wrapped around the foot of Lookout Mountain, the second major area of the battlefield. As later did U.S. 41, the Dixie Highway historically delivered tens of thousands of tourists to Lookout Mountain, historically, the single most pivotal area of tourism in Chattanooga.

An important feature at Point Park is the stone entry gate. The U.S. Corps of Engineers built this structure in 1905 which features the largest replica of the Corps' insignia in the world.

The 1939 WPA Guide to Tennessee contains a lengthy description of Point Park, portions of which are below:

In the immediate foreground is MOCCASIN BEND, formed by the Tennessee River as it makes a seven-mile bend, beginning at Cameron Hill, and finally disappearing between Signal and Raccoon Mountains. The peninsula, also known as Moccasin Bend, made by the curve of the river, forms a perfectly shaped foot of huge proportions. The bunion, actually a small hill, is on the top of the extreme right. The ankle, three miles to the north, is slightly more than a mile wide, while the sole, at the base of the mountain, appears to be several miles wide. Hundreds of skeletons in sitting positions have been excavated on the peninsula. This mode of burial, customary with the Creek, indicates that they preceded the Cherokee. Pottery, stone axes, chunky stones, and flint knives are among the relics found here.... [The National Park Service has designated Moccasin Bend as a National Historic Landmark due to its archaeological significance.]

UMBRELLA ROCK, on Point Lookout, about 12 feet high, consists of several large stones topped with a great flat slab, forming the umbrella. Indians may have erected it as a shrine, though most geologists agree that the formation is natural....

The cannon at Point Park are in the positions they occupied during the battle. An account of military operations is given on numerous markers. Halfway down the mountain, Robert Cravens, an iron manufacturer, built his home in 1854.

The largest monument is the New York Peace Monument, a tall shaft of Massachusetts pink marble. Designed by R. Hinton Perry it rises 95 feet from a simple dignified rotunda and measures 50 feet in diameter at the base. Two bronze figures, one of a Confederate soldier, the other of a Union soldier, with an American flag between them, surmount the shaft. It was erected in 1907 (Federal Writers 1939:263-264).

#63 RUBY FALLS: This National Register cave complex contains two caverns. Historians have documented prehistoric uses of the lower caverns and its use for niter (salt-peter) mining during the War of 1812. Other visitors toured the cave in the 1800s including Andrew Jackson who left his signature on the walls in 1833. Confederate soldiers mined the caverns for niter in 1862, one of at least sixteen Tennessee caves mined for niter during the Civil War. In 1898, Southern Railroad purchased the rights for a tunnel in Lookout Mountain, and seven years later, as it expanded its operation and built the Terminal Station (on tour #2, site

#67), Southern cut a tunnel through Lookout Mountain for additional tracks. This tunnel destroyed the only natural opening to the lower caverns, ending easy access to the cave system.

In 1916 avid spelunker Leo B. Lambert of Indiana moved to Chattanooga, and over the following years, explored options of opening the caverns for tours. In 1928, he formed the Lookout Mountain Cave Company to begin developing the caverns. Of the \$250,000 raised for the venture, \$200,000 came from Indiana investors. In November 1928, the company began drilling an elevator shaft to provide a new entry into the cave, and a month later ran into an opening into another previously unknown cavern. This new cavern contained a 145-foot tall waterfall that Lambert named Ruby Falls in honor of his wife Ruby. company initially opened both caverns for tours as the Lookout Mountain Caverns but closed the lower one in 1935 due to the soot from the railroad. The railroad tunnel continued to serve as an emergency exit. The company used the excavated limestone removed while building the elevator shaft to build the Cavern Castle. The elevator is housed in a fifty-five foot tall tower on the east side of the Castle. It is possible that this elevator was the first used in a commercial cave in the United States. Although parts of it were replaced in 1981, the 1929 cab is still in use (Evans and Karhu 1985).

Opened at an inauspicious time, 1929, Ruby Falls was not a financial success. The bankrupt company was sold to Claude Brown of Chattanooga in August 1932 for only \$25,000. Lambert opened Crystal Caves (on tour #2, site #46) for tours but eventually also sold it to Brown and returned to Lookout Caverns to work. Dances were a mainstay in the caverns in the 1930s, and it was not until after World War II and an extensive roadside advertising campaign that the caverns became popular with tourists. Currently, 145 commercial caves operate in the United States, of which roughly eight are in Tennessee. About half a million tourists visit Ruby Falls each year, which includes approximately 3,000 people a day during the summer months.

#64 DOUBLE-COLA, 3350 SOUTH BROAD STREET: Charles Little organized the Good Grape Company which became the Seminole Flavor Company. Little experimented with various cola flavors before developing Double Cola in 1933. The name reflected the 12-ounce bottle it was marketed in--twice the size of other colas on the market. In 1935, the company marketed it with the slogan "Double-Good Double-Cola." The company remained the Seminole Flavor Company until 1953 when it changed its name to Double-Cola. In 1956, the firm introduced its citrus drink, Ski. Diet double cola was introduced in 1962 and Diet Ski in 1986. Little owned and managed the company until 1962. Since then, numerous companies have owned the firm. The firm built this facility, the hub of

its operations in the United States, in 1954. At that time, twenty-nine states had franchised bottlers producing Double Cola (Wilson 1980:317, 416). The company continues to market its original flavored drinks Good Grape and Double Orange as well as grape, orange, strawberry, pineapple, peach blue creme soda, and root beer under the Jumbo name.

#65 ALAMO PLAZA MOTOR COURT, BROAD STREET: One of the Alamo Plaza Motor Courts was located on Broad Street until recently. Greatly altered, it went through several uses before demolition.

Figure E-35 contains a map of downtown Chattanooga showing the locations of Tour Sites 1-12 and 66-68.

#66 DOGLEG FROM BROAD TO MARKET: At some point between Lookout Mountain and downtown Chattanooga, the route of the Dixie Highway switched from Broad Street to Market Street. The tour arbitrarily chose Main Street as the transition because it is a major local street.

#67 MARKET AND MAIN HISTORIC DISTRICT, NATIONAL REGISTER LISTED: In 1849-1850, one of the first two railroads in the South entered Chattanooga. By 1860, Chattanooga had become one of the most important inland railroad centers in the South, resulting in its role as a key battle in the Civil War. After the war, Chattanooga remained a regional railroad center. By 1900 its passenger depot was inadequate for the thirty passenger trains it served.

Between 1905 and 1909, Southern Railway built the Terminal Station, now the Chattanooga Choo-Choo. The company selected Donn Barber as the architect. Barber had submitted his plans of the station to the Beaux Arts Institute in Paris while a student there and won first prize for his design. The magnificent station contained an 85-foot dome and a brick arched entrance that was reputed to be the highest in the world at the time of its construction.

By the early 1970s, passenger and freight traffic had dramatically declined in Chattanooga, and the last passenger train left Chattanooga 1 May 1971. In the fall of 1972, the state of Georgia announced that it was selling the Union Station site, opposite the Read House, which contained the 1858 Car Shed, the 1880s Union Station Freight Depot and the Union Station Passenger Depot, and a yard that contained railroad features such as a turntable. Although local residents

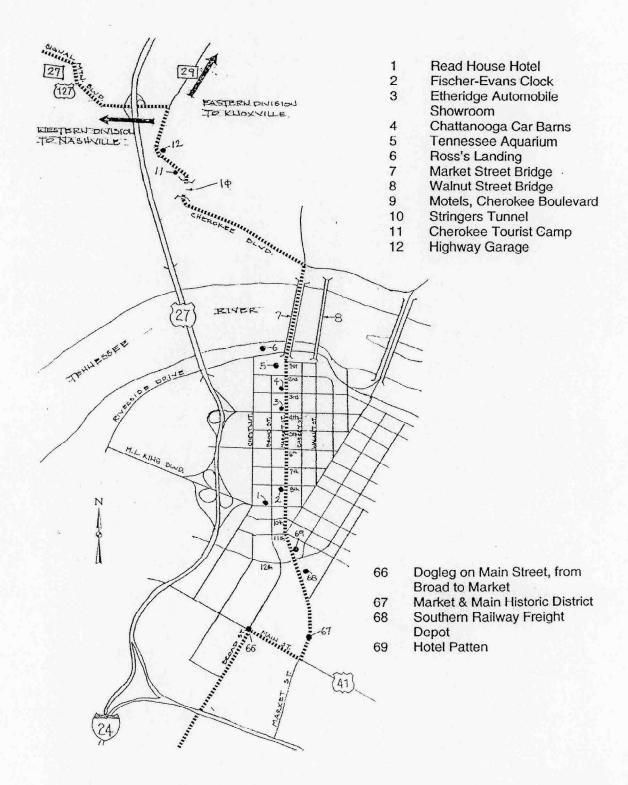


Figure E-35: Map of Downtown Chattanooga, Tour Sites #1-12 and 66-68

vocally opposed the move, local developers purchased the site and demolished the complex in 1973.

Many people feared the same fate would happen to the vacant and deteriorating Terminal Station, but local developers spent \$4 million in 1972-1973 to renovate it. Today, the Terminal Station is known as the Chattanooga Choo-Choo Holiday Inn and contains restaurants, shops, and over-night accommodations in rail cars within a thirty-acre complex that includes a 3,000 square foot Model Railroad Museum.

The railroad had built the Terminal Station several blocks from the old railroad area, and numerous businesses built warehouses and offices near the new railroad hub. This area also contains several "railroad hotels." Note the "Steak and Chips" Art Moderne Carrara glass facade building on the left with the neon frog.

#68 SOUTHERN RAILWAY FREIGHT DEPOT, MARKET AND NEWBY STREETS: A foundry built the one-story brick shed portion of this structure in 1871 as a machine shop. About 1880, the East Tennessee, Virginia, and Georgia Railroad purchased the property and used it as a freight depot until the line went bankrupt in 1894 and Southern Railway absorbed it. In 1898 Southern expanded the existing building through the construction of the two-story addition that expanded the size of the freight depot and provided office space for Southern employees. In the late 1970s, the building was renovated for restaurants and shops. The nearby WAREHOUSE ROW also houses up-scale shops. This area is listed in the National Register.

#69 HOTEL PATTEN, ELEVENTH AND MARKET (Figure E-36): The Hotel Patten played an important role in the Dixie Highway and automobile tourism in the southeast. Located on the Dixie Highway, and as it advertised, located "at the intersection of six major highways" on the corner of 11th Street and Market, the hotel was built in 1907-1908. Atlanta architect W. T. Downing designed it, and when opened, it was considered one of the most elegant hotels in the South. The Hotel Patten served as the headquarters of the Dixie Highway Association and, for many years, housed AAA and other associations important to Chattanooga. In the mid-1930s, 350 of the hotel's 375 rooms had baths and rates were \$2.00 to \$15.00. It was renovated in the 1970s as housing for the elderly.

Also of note in this area are the Volunteer Garage at Ninth and Lindsey and a hotel garage at 20 East Eleventh (gone) opposite the old Hotel Patten. Louis H. Bull (who also designed the Etheridge Showroom, site #3 on tour #2) designed the Volunteer Garage, a four story concrete structure with terra cotta trim, in 1927. It offered parking for 371 cars, while the other garage could accommodate only seventy-five cars. Both garages offered delivery to nearby hotels, were open all day and night, offered washing, gas and oil, and tire service. The Volunteer Life Insurance Company built the Volunteer Garage adjacent to its 1916 office building, now within the National Register listed Patten Parkway Historic District.



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Under same management as HOTEL SEMINOLE, Jackson ville, Florida; HOTEL SAVANNAH, Savannah, Georgia;
HENRY WATTERSON, Louisville, Kentucky

J. B. Pound President HOTEL PATTEN

John Lovell Manager

Figure E-36: Hotel Patten Advertisement in *The Dixie Highway* (March 1921:33). Note that the ad states "On the Dixie Highway" and "National Headquarters Dixie Highway Association"

