



*Tate*

**MOUNTAIN ESTATES**

**JASPER, GEORGIA**





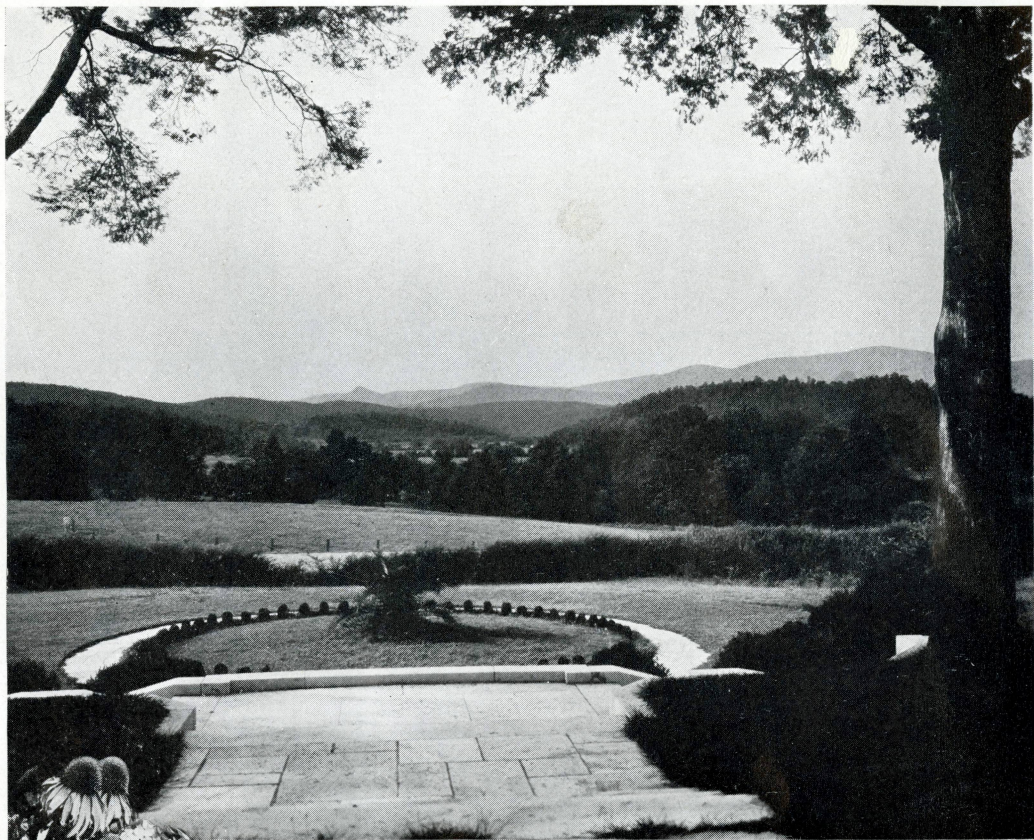


*Play*



**ABOVE THE CLOUDS**





*Above*—Looking north from the porch of the Tate Mansion, at Tate, Georgia, showing outline of range of mountains on top of which lies Tate Estates. Mt. Burrell, the highest point in the left of the picture, is 3300 feet above sea level. Mt. Oglethorpe, the highest point in the right of the picture, is only a few feet lower. Between these two high points, in a paradise of 8,000 acres, Georgia's Mountain Playground is rapidly being completed—destined to become the summer capital of this region. An area which lies at an elevation of more than 1,000 feet above the world renowned Asheville, N. C., in the famous "Land of the Sky." More than 1,000 feet above the famed Lookout Mountain Region near Chattanooga, Tennessee.



*Left*—Moonlight over the Mountains.





# Tate

## MOUNTAIN ESTATES

Two thousand feet above the sizzling pavement of Five Points, at the very door of Atlanta, lies an American Edition of the Alps. In Georgia's mountains are found, Health and Happiness. Frequently these boons escape us in the fight for existence, and their absence is not noticed until they are sadly needed. Then men seek the great out-doors, looking for fishing, bathing, golfing—and escape from the city's heat and dust and noise! In two hours motor trip from the heat of Five Points, we find the twin sisters, Health and Happiness.

### DELIGHTFULLY NEAR

Including South Georgia and Florida in one broad sweep, Atlanta would be the logical meeting point for visitors to Tate Mountain Estates from those sections. From Atlanta, a paved or graveled road leads through Marietta, Canton, Tate and Jasper. From Jasper, there is a direct route to the Estates, ten miles away. The grade is easy and the roadway perfectly safe. The mountain drive is both delightful and restful.

Should the visit be made from the north, say Chattanooga, there is a newly completed road that connects Jasper with the Chattanooga-Rome Highway. The same easy access can be had by those coming from Knoxville or Murphy, down through Blue Ridge, Ga., into Jasper. Or from Athens and Augusta sections, a good road leads via Buford to Canton, thence up to Jasper.

Reference to the map in the center of this booklet will show at a glance just how quickly and easily the trip can be made. A motor trip filled with interest as well as beauty.





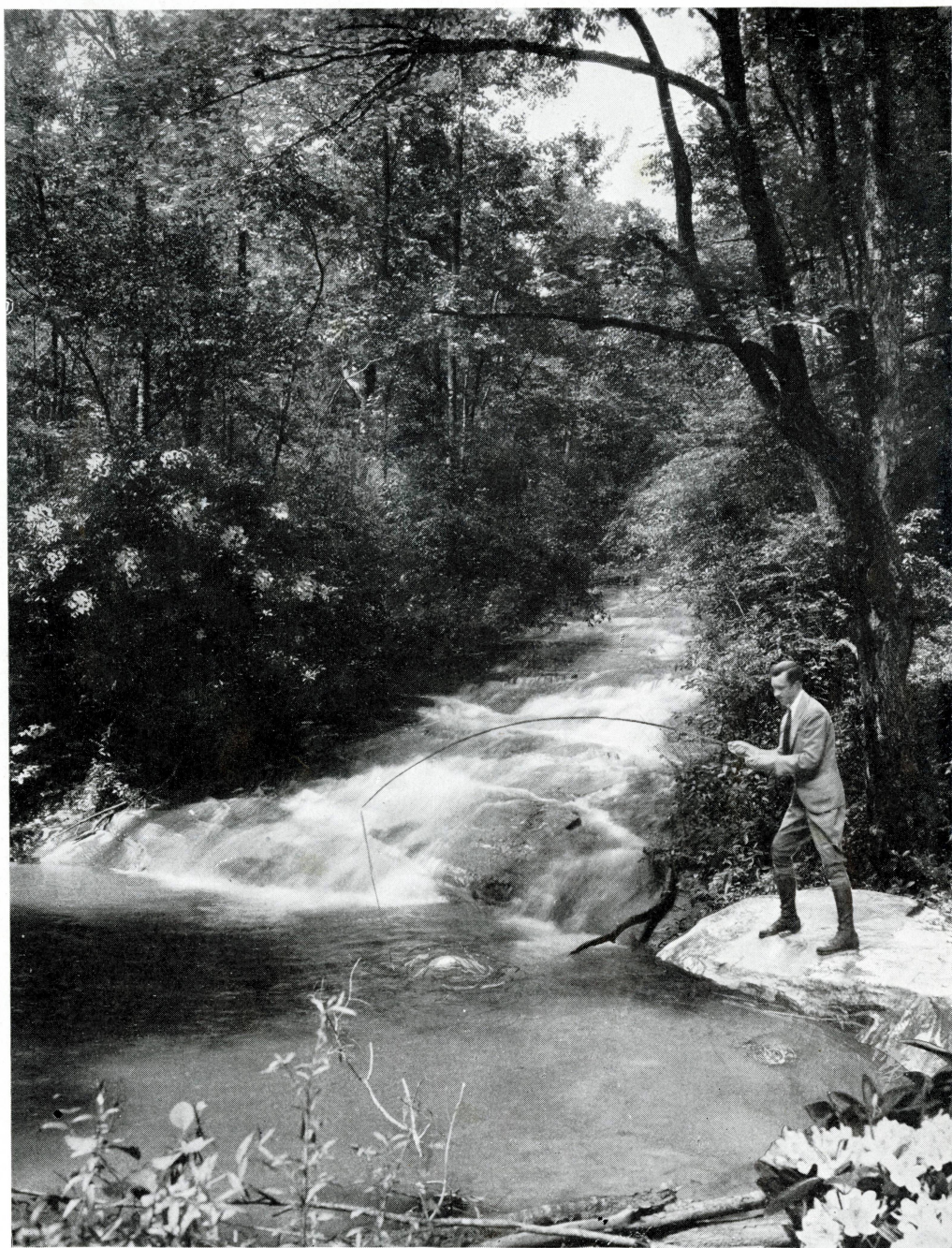


UP the mountain from Jasper the road leads through shaded nooks, now flanked by a high wall under a bower of azaleas or perhaps mountain laurel, now around graceful curves with a valley of loveliness suddenly opening in the distance as the leafy curtain parts before the visitor's eyes, now inspiring depths with a series of mountains in the background. Many motorists make the entire trip without shifting gears, so easy is the ascent. Nature's unsurpassed grandeur unfolds every foot of the way. The air becomes cooler, filling your grateful lungs with sweetness and purity; you are thankful that you are escaping the city's dust and heat. A strange peace pervades your soul. From hidden depths come sounds of tinkling water beneath the laurel. Out through the Pass onto the opposite side of the mountain your car climbs, and you are increasingly impressed with a picturesqueness you did not dream existed. Flowers line the banks; ferns decorate the crags; chestnuts, oaks, locusts and pines; and poplars with their delicately tinted flower cups like pale-gold tulips; violets peeping out from under boulders, all these and more, merge into the beauty of the landscape.

Your personal desire will determine whether first you visit the unique golf course with its 18 holes of undulating thrills, or the lake with its shores of unparalleled attractiveness, or the Dude Ranch, hidden away from the inquisitive, or the Lodge, furnished with the splendor of Indian imagination, or take a motor trip along highways of scenic grandeur. All—Golfing, bathing, riding, resting—all are at your disposal in the Tate Mountain Estates.







*Down the cascades of Clear Creek, come the tumbling waters from Lake Sequoyah, rushing to the valley far below. On the way these waters stop enchanted in some quiet pools here and there, alive with the gamest of the finny tribes.*





# Golf

An eighteen-hole Golf Course has been designed and partly completed under the direction of Mr. John R. Van Kleek, of the firm of Stiles and Van Kleek, of Boston and St. Petersburg. Nine holes of the course is ready for play. Construction of the second nine holes is going rapidly forward, with an early play date assured. No effort has been spared to take full advantage of the natural setting which makes this course one of the most spectacular in Eastern America.



The firm of Stiles and Van Kleek has designed and built more than 300 of America's best golf courses. Included in this number are the famous courses at Pasadena, St. Petersburg, Fla., home course of Walter Hagen; at Radium Springs near Albany, Ga., on the property of Barron Collier, where Joe Kirkwood presided; the Municipal Course at Springfield, Mass.; Piney Brook Valley, at Boston, Mass.; at New Port Richey, the winter course of Gene Sarazen; the Unicorn Country Club at Stoneham, Mass., the private course for the Boston Athletic Association; the John White and Bobby Jones courses in Atlanta.

Mr. Van Kleek says of this course: "After a year's work, we have completed nine holes of the golf course, which will be ready for play by the







end of July. The second nine holes are practically half completed at this time, and the entire eighteen holes will be put in play at the end of this year. A watering system has been installed that will cover every part of the course, thus assuring golfers of perfect conditions for playing. The soil and drainage conditions have borne out my first impressions and we have had as good germination of the seed on both the fairways and greens as I have ever experienced on any golf course. The greens will be solid bent of the South German variety, and the fairway turf will be made up of Chewning's Red Fescue, Canada Blue Grass, Kentucky Blue Grass, Redtop and Atlanta strain of Bermuda. It was necessary to use this combination because of the conditions of elevation and temperature. The native Bermuda has a tendency to die down through the winter, and we would have had thin fairways until June of each year. The elevation allowed us to use northern grasses in this southern territory, but due to the high sun during the summer, we have used the additional precaution of native Bermuda to augment any slightness of growth of the northern grasses during that period. It will surely be a revelation to the golfers of Atlanta and vicinity to find a modern golf course with almost wholly northern turf within two hours drive of Atlanta. It also will be a surprise to golfers accustomed to other mountain courses to find that out of the eighteen holes, we only have one hole, namely the twelfth, that requires a somewhat steep climb. I believe that within a year this course will have become famous throughout the entire South."



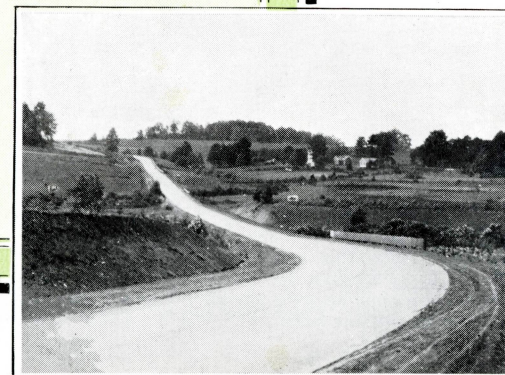
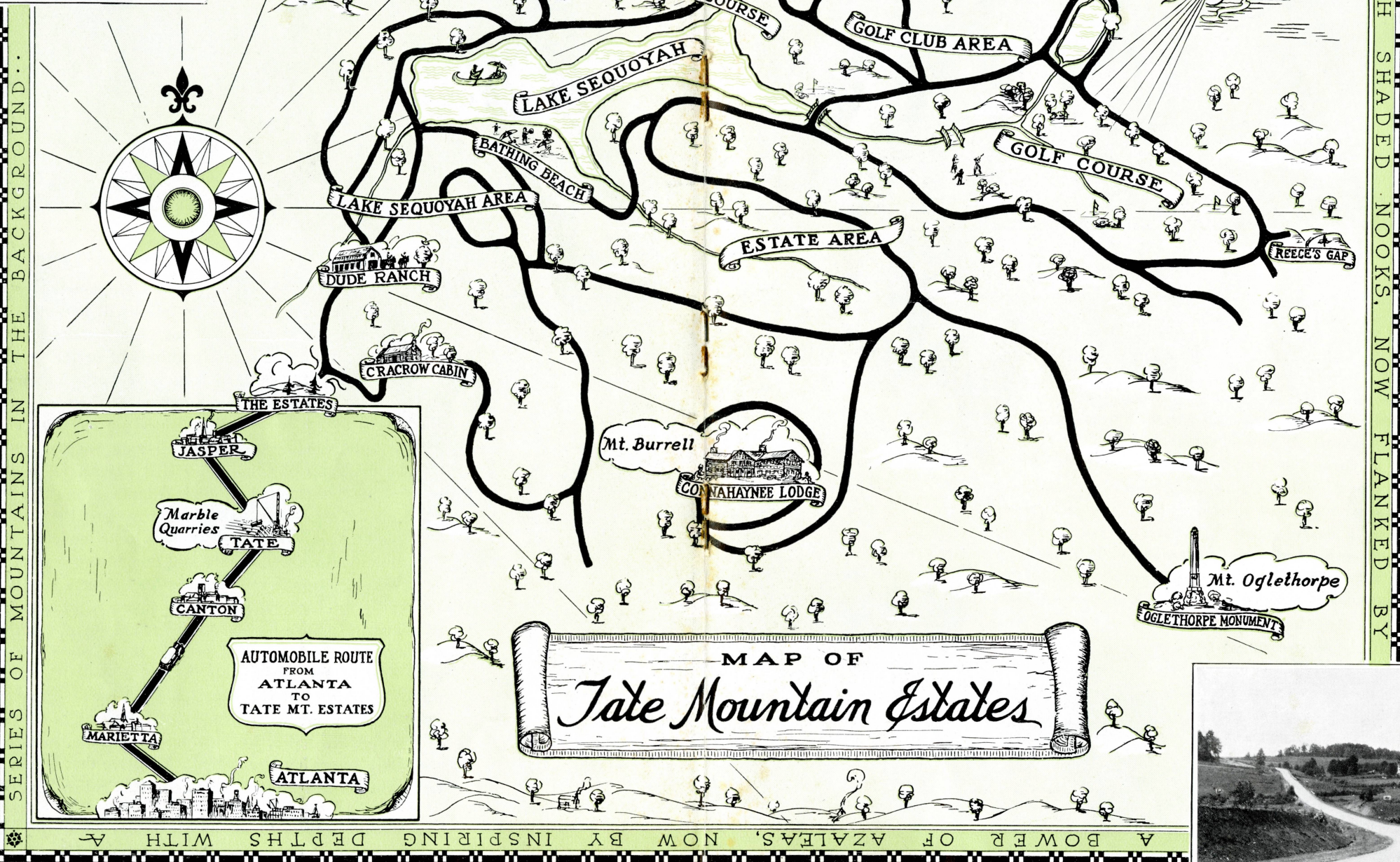
The pictures represent an unsatisfactory effort to faithfully introduce some views of the beauty spots which make this golf course a delight to the eye and a real measure of joy to golfers who know how to appreciate the best in design and construction.



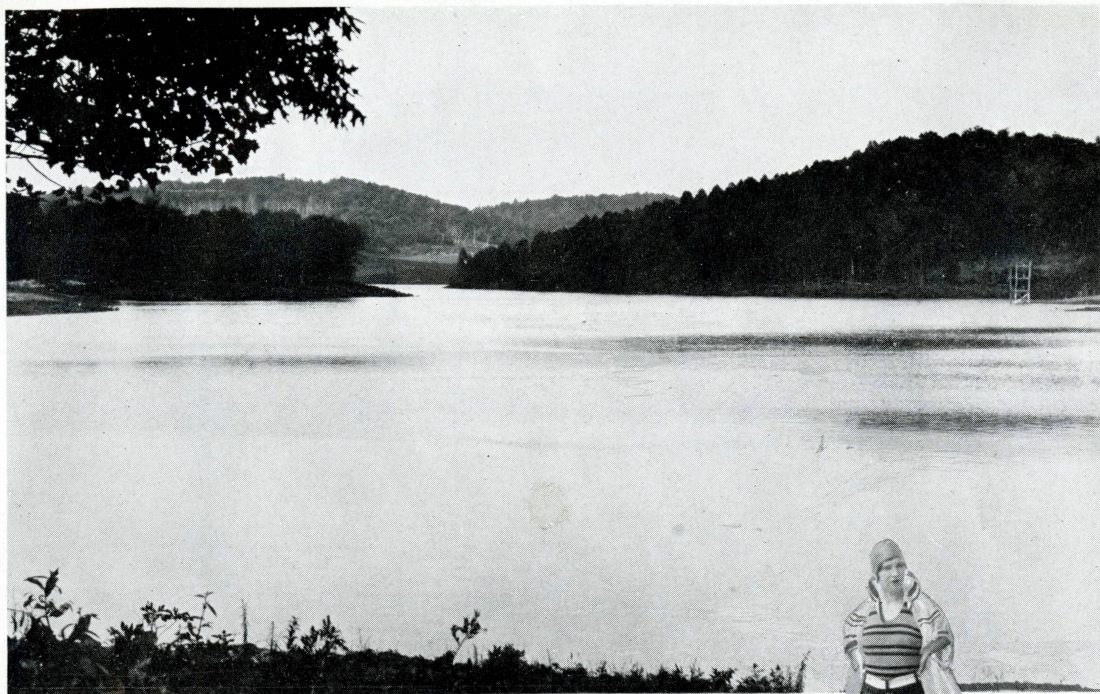


UP THE MOUNTAIN FROM JASPER THE ROAD LEADS

THROUGH SHADED NOOKS. NOW FLANKED BY

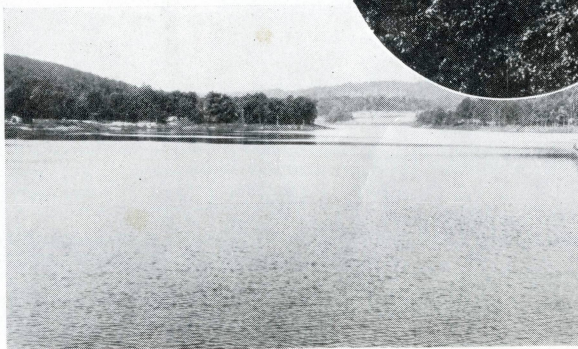






## Lake Sequoyah

Lake Sequoyah, named for the famed Cherokee Indian, who fashioned an alphabet for his tribe and was their pioneer in education. The lake is formed by impounding mountain streams with a gigantic dam so wide that a double highway for automobiles has been laid across the top. The water is clear as crystal. The surface area covers more than fifty acres. A bathing beach where both the kiddies and grown-ups may safely play, with diving towers for the more skillful and intrepid swimmers, with boat landings at strategic points along the shore line. Although an artificial lake, the design and construction of the dam has been so skillfully done as to enhance rather than detract from the surroundings. The widely known firm of B. M. Hall & Sons, hydraulic engineers, designed and supervised the construction, Mr. Warren E. Hall of this firm being constantly on the ground as resident engineer during the period of construction.



*Right: Lake Sequoyah from the Lodge on Mt. Burrell and a close-up from the shore. The setting is as gorgeous as the gem.*





No spot on earth offers more pleasureable opportunity for horseback riding than the miles of highway and bridle trails atop the mountains in Tate Estates. Mrs. Blink Drummond, daughter of Lieut. Col. and Mrs. Charles O. Thomas, Jr., is in charge of a splendid stable of horses, and recognized as an expert horsewoman and lover of horses, she brings to Tate Estates a feature of outdoor life that is increasingly popular. Whether a guest of the Lodge, Dude Ranch or Cracrow Cabin, or a visitor for the day, the opportunity for riding or for splendid instruction in riding, is available.

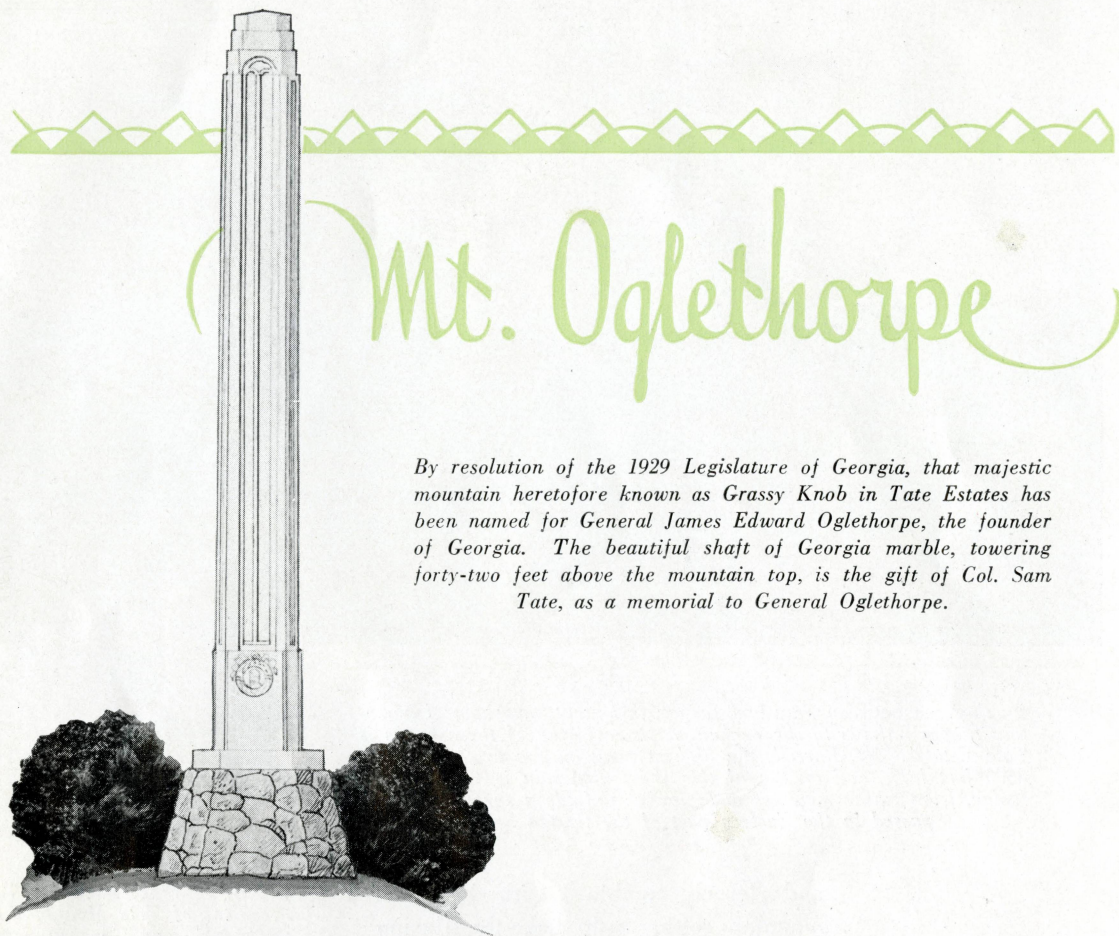
The APPALACHIAN TRAIL, probably the world's most famous trail, terminates on the Estates. Beginning at Mount Katahdin in Maine, this wonderful path stretches for 2000 miles across the mountain tops to Mt. Oglethorpe. Literally tens of thousands of members of the oldest and most representative of hiking clubs along its route attest renewal of a hearty interest in this ancient and most wholesome form of exercise.

## LANDSCAPE LAYOUT

One of the most important phases of the development of any vast area is the landscape layout, which determines in advance the permanent road system and the proper relation between the several vital features, such as Community Centers, Hotel and Club sites, golf course, lake and residential areas. The highest purpose of landscape architecture is to fit the beauties of nature to the needs of man, without destroying any of these beauties. In this important work the corporation has been fortunate in having a staff of experts, directed by and through the organization of E. Burton Cooke. Mr. Cooke is responsible for the landscape layout of Tate Mountain Estates as well as many important public and private properties throughout the South.







*By resolution of the 1929 Legislature of Georgia, that majestic mountain heretofore known as Grassy Knob in Tate Estates has been named for General James Edward Oglethorpe, the founder of Georgia. The beautiful shaft of Georgia marble, towering forty-two feet above the mountain top, is the gift of Col. Sam Tate, as a memorial to General Oglethorpe.*

## **NATURE'S MONUMENT TO THE GREAT FOUNDER OF GEORGIA**

Many students of history consider General Oglethorpe second only to General Washington among the founders of this country, as his victory over 4,000 Spaniards at Bloody Marsh on St. Simon's Island, decided the fate of the Southern States as an Anglo-Saxon country. General Oglethorpe was not only a philanthropist and a wise and far-seeing statesman, but was a man of heroic courage and of a high order of military genius.

Honest but unfortunate men were given a chance to make a new start in Georgia, but none were admitted except those who were honest and industrious and all applicants were carefully investigated, which meant that the colonists brought over by Oglethorpe were a select body of men and women who gave a good account of themselves in the years that followed. Among those who came were John and Charles Wesley and George Whitfield.







*More than twenty-five miles of highway have been built to link the property with Jasper in the valley, and to thread the mountain tops to points of interest. Whether by motor or by horseback, miles of beautiful roads are available.*



At Suzanne Gap, after a ten mile steady climb from Jasper, is found the rustic store and filling station ready to supply most of the necessities for the dwellers on the mountain tops, and also Cracrow Cabin. Cracrow Cabin is the "Guest House," the official residence of the corporation, as it were, and here is found Mr. W. A. Hamlett, genial host.





The success of any enterprise is largely dependent upon the character and ability of its leaders. In Col. Sam Tate, business genius and executive, one of the outstanding figures in American industry, the corporation finds fortunate leadership. In speaking of the plan and purpose of the development, Col. Tate has said: "Invitation to join in this undertaking must obviously be limited to persons of such social and cultural attainments as will assure a colony of congenial neighbors in this ideal social and recreational center. This is in no sense a real estate development pictured with any glamor of re-sale profits; hence, our purpose that invitation be extended only to persons of such financial ability as are comfortably able to make a permanent investment primarily to secure a summer homesite. Frankly, the prime thought and intent in the minds of those who have planned this development is not to make money out of it. It has seemed to us that a beautiful mountain property with its attendant healthful climate, pure water and scenic grandeur, connected up by hard surface roads with the centers of population in Georgia and surrounding states, made ready through the improvements as indicated for comfortable living and owned by a congenial company of three or four hundred of the South's outstanding families, is a condition eminently to be desired."

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Officers and Directors: Sam Tate, President; Luke E. Tate, Executive Vice-President; Thomas K. Glenn, P. W. Jones and C. H. Candler, Vice-Presidents; W. M. Dunn, Treasurer; H. L. Litchfield, Secretary; R. J. Guinn, Walter E. Tate, Alex Anderson, E. A. McCanless, John L. Tye, J. M. Tomlinson, W. D. Thomson, John S. Cohen, A. V. Cortelyou, R. L. McClain, Roy Crisler, H. R. Cannon, William Snyder, I. P. Morton, E. Lee Worsham, John M. Graham and W. D. Anderson, Directors.

*Additional information will be gladly furnished on request*

WILLIS J. MILNER, JR.

*General Manager*

*Candler Building, Atlanta, Ga.*

*Tate*  
**MOUNTAIN ESTATES**  
*Incorporated*



# A FITTING TRIBUTE

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Horace Kephart, of Bryson City, N. C., is probably the most widely known exponent of the Southern Appalachians living today. He has roamed, hunted, loved these mighty mountains as no other man. He has scaled their deadly peaks and dared the mysteries of their remote places, where the feet of white men never trod before. His writings are the classics of this region. His book "Our Southern Highlanders" is at once a history and a romance. Last December Mr. Kephart paid a visit to Tate Estates and on his return, wrote Col. Sam Tate as follows:

"Familiar as I am with the general type of scenery in the Southern Appalachian region, I was charmed by the unique features of the country where that noble mountain system terminates. The vistas from the summit of Joe Burrell or Burnt Mountain, extending unobstructed to the horizon throughout almost the complete circle of the earth, are matchless in their tranquil beauty. Even finer views may be had from the top of Mt. Oglethorpe when a little clearing has been made there.

"As you know, my trip was made in the interest of the Appalachian Trail Conference, which is an association of national and state forest and park services, and of outdoor clubs in all of the thirteen states through which the Trail runs.

"The purpose of these affiliated organizations is to promote, construct and maintain a connected trail, called the Appalachian Trail, running as far as practicable over the summits of the mountains and through the wild lands of the Appalachian Mountain system from Maine to Georgia.

"It is a long, long trail; something near 2,000 miles, I suppose, with all its bends and windings. And it is seldom level, but goes up and down, up and down, over a thousand hills and slopes. It would take an athlete, and a very determined one, to follow its course from end to end. Even so, it would take him four or five months to make the trip. Few will do that; for the pleasure of a walking trip is in the scenes and surprises of it, the fresh air and the exhilaration of lusty muscular movement, the enjoyment of unspoiled natural surroundings, the peace of mind and relaxation from common everyday affairs—not in breaking a speed record or an endurance record; so the sensible walker goes till he's tired and then stops for the day.

"But all along that trail, in nearly every mile of—certainly every day's ramble that could be taken on it, anywhere—there is something new and interesting, or even marvelous, or quaint and lovable, for anyone with an open mind and a free soul. And so, all along its sinuous course, in every State, in every county, through the greater part of the year, there will be people rambling over its wooded and flower-decked hills and dells, each pursuing his fancy and having a good time on his way. It will do them more good than sitting still in a stadium, and watching a few other folks play the game. And it will cost them nothing but their lunches and the sole-leather they wear out. This is recreation for everybody who is not blind or lame of body or soul.

"The words of an enthusiast? Well, I am an enthusiast, who at sixty-seven is still climbing the highest hills of the Trail Country and sleeping out o' nights—right under the stars, in fair weather—although twenty-five years ago I couldn't have tramped from Cracow Cabin to the top of Oglethorpe in half a day. What the mountains and forests did for me, they can do for thousands of other run-down folks, and then they'll be enthusiasts; for one just can't be stolid or despondent when his lungs are full of mountain air and his blood is coursing free.

"Just let me say, in closing, that Mt. Oglethorpe is not only the natural Southern terminus of the Appalachian Trail, but that it is one of its most striking features. Just as Katahdin, at the far northern extremity, is an abrupt and worthy introduction to real mountain climbing, rising, as it does, from a low base-level, so is Oglethorpe a fitting and majestic end of the long trail, with its vast radius of vision over the surrounding lowlands."



