

# Cascade Springs

## An Atlanta Urban Spa

By Russell A. Zaring

THE FIRST true spring resorts were developed in Europe as early as the seventeenth century as "spas" where hot or cold mineral spring waters, believed to possess medicinal powers, were consumed internally or used for bathing. Known for their beautiful locations as well as their healthful waters, these European resorts became the playgrounds for the wealthy. By the mid-nineteenth century social and economic changes had democratized spa life and had opened the resort waters to many groups.<sup>1</sup>

American spring resorts were first built in the early nineteenth century. Because transportation facilities were poor and cities were reasonably healthy, summering away from home was not popular in colonial America. By the 1830s, however, improvements in transportation had made travel easier and summer resorting more fashionable. America's most renowned early resort spas were located in the northern states, especially New York, where Saratoga Springs became America's most impressive spring resort as early as 1803.<sup>2</sup>

The southern states in the pre-Civil War period also boasted of a number of well-publicized mineral springs and accompanying resorts. Best known of these were the Virginia "social springs," including White Sulphur Springs and Hot Springs, which were first visited for the medicinal qualities of their waters and later as social resorts. In antebellum South Carolina many of the aristocratic low-country planters annually migrated to summer spring resorts throughout the state where they developed a summer society of rest and relaxation. In Georgia before 1850 there were eleven mineral springs which had been developed into commercial "watering places" including Indian Springs, Warm Springs, and Catoosa Springs. Originally in Wilkes County, Madison Springs became Georgia's principal spring resort as early as 1816. Billed as the "Saratoga of the South," Madison Springs was connected by stage lines with Augusta and Athens and became a favorite summer resort for Georgians and many other wealthy Southerners.<sup>3</sup>

Although the Civil War destroyed most of the spring resorts in Georgia and throughout the South, by the late nineteenth century many of the old resorts, as well as a few new ones, began to reappear. The post-war creation of a more extensive railway system made spring resorts more accessible to Southerners, especially those living near the newly developing cities. For example, Red Boiling Springs, located ninety miles north of Nashville, became a favorite spring resort for visitors from Nashville, Louisville, and

Chattanooga through World War II. In 1896 in a survey of Georgia's resources, R. T. Nesbitt noted sixteen principal "springs and health resorts," including Bowden-Lithia Springs. Twelve miles west of Atlanta along the Georgia-Pacific Railroad line in Austell, Georgia, Bowden-Lithia Springs was developed in the 1880s and 1890s into a well-known resort frequented by Atlantans and wealthy Northerners traveling to and from Florida.<sup>4</sup>

In the nineteenth and early twentieth centuries the city of Atlanta itself had several springs which supplied water to the city dwellers and served as urban pleasure retreats. Before 1850 the Atlanta Mineral Spring was praised for its medicinal value and was widely used by many Atlantans. By 1870 Ponce de Leon Spring and nearby Angier Spring had become fashionable watering places frequented by scores of Atlantans. Located only two miles from the center of town, Ponce de Leon Spring could be reached by carriage or by streetcar. The spring water was the center of attraction around which promoters built a dancing hall, refreshment pavilion, and bathhouse. Later converted into a true amusement center with a skating rink and ball park, Ponce de Leon Spring remained a favorite urban resort through the second decade of the twentieth century.<sup>5</sup>

Six miles southwest of the Atlanta city limits, another well-known spring was developed after World War I into a resort and source of bottled water. Advantageously located in the wooded areas on the fringe of the city, Cascade Springs was far enough removed to serve as a retreat from urban life, yet close enough to be reached quickly. Its proximity to the city also made Cascade Springs a reliable and nearby supply of bottled water which could be commercially distributed throughout the city. Cascade Springs had a notable nineteenth-century history. Located along the original Sandtown Trail over which Creek Indians frequently traveled from Decatur to Sandtown in old Campbell County, Cascade Springs was apparently a major source of water for Georgia Indians in the 1820s. Originally part of the fourteenth district of Henry County, by 1840 the Cascade area had been designated as Fulton County Land Lot 216. The first recorded owner of the Cascade Springs property was Joshua Gilbert, Atlanta's first permanent doctor, who purchased the property in 1841. During the Civil War the Cascade waterfalls and springs were at the center of the Battle of Utoy Creek, one of the few victories for the Confederates in the Atlanta campaign. After the death of Dr. Gilbert in 1865, the estate came under the con-

trol of William Gilbert, who subdivided most of the area.<sup>6</sup>

By the late 1880s a distinct community had developed around Cascade Springs. By 1893 when William Zachry became the first postmaster of the "Cascade, Georgia" post office, the community supported a one-room schoolhouse and the Fulton County Tannery. Although the post office was closed in 1903, the leather tannery remained in operation until about 1910. The population of the area remained small. Evidence suggests that in the 1890s the Cascade Springs served as a major supply of water for local residents and that the water was distributed on a limited basis in the city of Atlanta.<sup>7</sup>

Between 1845 and 1906 ownership of the Cascade Springs property changed hands seventeen times. In September 1909, the Protestant Episcopal Church of the Diocese of Atlanta foreclosed on a mortgage on the land and was awarded title by the city court of Atlanta. The Episcopal Church then conveyed the title to the previous owners for "levy and sale." The land was put up for public auction by the sheriff of Fulton County on October 5, 1909, and was purchased by John H. Zaring, Sr., for \$5,100.<sup>8</sup> The Zaring family owned the property for the next seventy years.

The development of Cascade Springs was integrally tied to the life of John Zaring. The son of a Civil War veteran, Zaring was born in rural Kentucky in 1867. In the early 1880s he went to live with an uncle in Eminence, Kentucky, where he attended a small business college. After graduating he accepted a position teaching penmanship, bookkeeping, and business procedures at a school in Douglas, Georgia. In the late 1880s Zaring continued southward to Jacksonville, Florida, where he took a bookkeeping position with Glen St. Mary's Nursery. In 1890 Zaring married Ruth Elizabeth Sherman of Connecticut, a niece of William T. Sherman. The Zarings had two sons, both of whom died in infancy, and one daughter who was born in 1894.<sup>9</sup>

In the mid-1890s Zaring became the bookkeeper for a Jacksonville-based lumber exporting company. He developed an interest in the lumber industry, and when the company folded, he formed a partnership with one of his former employers and created a new exporting company, the Weston-Zaring Lumber Company. Zaring became deeply involved in the business, spending much of his time traveling throughout the South buying lumber from backwoods lumber mills. The business grew gradually, and the company purchased a number of ocean-going

schooners, which were used to transport lumber.<sup>10</sup>

Shortly after the turn of the century, Zaring's situation changed dramatically. His wife, who had had a number of miscarriages, died shortly after 1900. He continued to reside and work in Jacksonville until 1909 when he sold his interest in the lumber company and moved to Atlanta, leaving his daughter to board with his brother, who was a wealthy wholesale grocer in Jacksonville. Zaring relocated to Atlanta for a number of reasons. With the money from his business in Florida and his wife's estate, Zaring was looking to invest in real estate in the Gate City of the South. With the city's extensive transportation facilities, developing manufacturing, and soaring population, real estate investments in Atlanta in 1909 offered great potential returns. From 1900 to 1910 property values in and around Atlanta rose steadily, and building activity was pervasive throughout the city in commercial, residential, and suburban development. Intent on entering the Atlanta land market, Zaring enlisted the services of two real estate advisers, H.C. Blake and R.C. DeSaussure, who assisted him in finding potential investments and financing. In 1909 Zaring first purchased the Cascade Springs property and then began to borrow against that property in order to purchase more. By 1914 he had acquired about thirty more acres adjacent to the springs property plus building lots on Ponce de Leon, Whitehall Street, Capitol Avenue, Sells Avenue in West End, and Colquitt Avenue in Inman Park.<sup>11</sup>

Zaring also came to Atlanta for medical reasons. Doctors in Jacksonville had warned him that he was developing symptoms of tuberculosis, for which they could offer little treatment. Zaring hoped that the higher altitude and cooler climate in Atlanta would help to arrest the disease. More important, however, he was convinced of the efficacy of mineral water, such as that which flowed from Cascade Springs, as a natural treatment for disease. He had first become aware of the potential medicinal value of spring water while teaching in Coffee County, Georgia, where Gaskin Spring was very popular. Totally confident that natural spring water promoted good health, Zaring bought Cascade Springs and drank nothing but the spring water until his death in 1957 at the age of ninety.<sup>12</sup>

The interest in the nursery business and horticulture in general which Zaring developed while working in Florida also prompted his purchase of the springs property. Beginning with one small greenhouse, which had been constructed prior to 1909, Zaring operated commercial greenhouses (and at various times a nursery and florist

shop) continuously until after World War II. Eventually he constructed six large greenhouses with a self-sufficient spring water system and boiler heating for year-round growth of a wide variety of flowers. The Zaring family operated the greenhouses until the early 1970s.

Zaring did not immediately settle down to life in Atlanta, however. As the product of a nineteenth-century America dominated by the attitudes and beliefs of aggressive business entrepreneurs, Zaring retained wide-ranging and imaginative business interests in far-flung locations. In 1915 he traveled to San Diego, where he operated the Exposition Motor Chair Company at the Panama-California Exposition. At the year-long festival commemorating the completion of the Panama Canal, Zaring presented an exhibit called "Neptune's Wonderland" and rented small, wicker-covered electric motor carts to carry people throughout the exposition grounds. Also while traveling through the West, he investigated speculative investments in mineral deposits. At the conclusion of the exposition, Zaring journeyed to Arizona, where he invested in a number of mining claims, including a gold mine which he actually worked for a short period. Unsuccessful with these western adventures, Zaring returned home to concentrate on the development of his business interests at Cascade Springs.<sup>13</sup>

After purchasing the Cascade property, Zaring seized upon the idea of commercially selling his springs' water. For a number of reasons the selling of spring water appeared to be a viable and potentially lucrative business endeavor in Atlanta. As in many other American cities,<sup>14</sup> Atlanta's public water system at the turn of the century was inferior and inadequate.

The postponed development of Southern cities delayed the demand for public health considerations and for urban water systems. The extraordinary growth of Atlanta's population in the second half of the nineteenth century, however, forced city officials to face the typical urban problems of health care, sanitation, and water. The development of Atlanta's water system was quite similar to that of America's older cities. A private company created in the 1830s soon went bankrupt, forcing Atlantans to depend largely upon private springs, such as Ponce de Leon Springs, and tapped wells. The city council financed the drilling of a 2,000-foot-deep well at Five Points, but the water was soon contaminated and the well abandoned leaving the city without an adequate supply of water.<sup>15</sup>

Because of a serious lack of water for fire protection,

plans for a municipally operated water works were first investigated in 1869. After months of serious study and the amendment of the city charter to allow the city to operate such a system, the citizens of Atlanta voted in favor of the financing. Years of legal battles followed before construction on the municipal water works began in 1872. Even with the addition of the South River pumping station in 1875 and the Chattahoochee River station in 1893, by the turn of the century the municipal system could not keep pace with the city's population growth.<sup>16</sup>

During the Progressive Era more serious attempts were made to upgrade and extend the water system. Reversing a trend of the 1890s, bond appropriations were passed in 1903 and 1910 allowing officials to lay hundreds of miles of additional pipes and to replace obsolete pumping and distributing facilities. Still, by 1908 only 65 percent of Atlantans had piped water.<sup>17</sup>

Similar to other burgeoning American cities in the first twenty years of the twentieth century, Atlanta continued to narrow the gap between demand for water and supply. Yet water quality and overall public health remained a troublesome concern. Contrary to the visions of their city which Atlanta boosters energetically promoted, the city's rapid population growth and industrial development brought recurring sanitation problems which the city government never satisfactorily rectified during the Progressive Era. Due to a lack of financing and the absence of a powerful board of health, health care, refuse disposal, and water quality all remained inadequate and posed a serious threat to life in Atlanta. A 1908 Atlanta Chamber of Commerce study entitled *Urgent Needs in Atlanta* presented disturbing evidence that Atlanta's mortality rate was significantly higher than that of 338 other American cities, including two larger cities, Chicago and Minneapolis. According to this study, in twelve of seventeen categories of major causes of death per 100,000 population, including typhoid, diarrhea, diphtheria, and other epidemic diseases, Atlanta's health record was especially bad. Little immediate progress was made toward improving living conditions. Another chamber of commerce survey of public health five years later in 1913 again showed tuberculosis, diarrhea, and typhoid to be major killers, especially among Atlanta infants. The study concluded that the city's public health work was woefully deficient and should be totally reorganized and enlarged.<sup>18</sup>

Atlanta's water filtration systems after the turn of the century remained simple and inefficient. It was reported

in 1902 that the Atlanta reservoir filtration system was effectively cleansing only half of the water distributed in the city; the other half remained muddy and contaminated. Although some improvements were made, the water situation remained essentially the same through the 1920s and contributed significantly to the sicknesses which plagued Atlantans.<sup>19</sup>

Considering the problems of Atlanta's public health and the quality of the water supply, the possibility of selling high quality mineral spring water with potential medicinal value seemed very good. The efficacy of mineral water in preventing disease and promoting good health has long been disputed, but as one analyst concluded in the early 1900s, "the conservative physician will find a safe and dignified position between that of the pretentious advertiser, which claims everything, and that of the medical skeptic, that believes nothing."<sup>20</sup> Mineral waters are considered to act either immediately or remotely. Immediate action would be noticeable within twenty-four hours after introduction, whereas remote action would be much delayed and would constitute an accumulative effect with continued usage.

Mineral spring waters can be classified into several categories. Divided into two groups, non-thermal or cold springs and thermal or hot springs, mineral waters are further subdivided into five major subclassifications: alkaline, alkaline-saline, saline, chalybeate, and neutral or indifferent. Although all mineral waters contain more or less solid and gaseous constituents, neutral waters contain only two or three grains of mineral ingredients per gallon. Although classified neutral, state geologist S.W. McCallie claimed, "these waters are by no means neutral in a therapeutical sense," and "are recommended by medical men who ought to be able to judge of their merits in a considerable range of disorders." Because they lacked objectionable odor, neutral springs most often became resorts and centers for commercial bottling.<sup>21</sup>

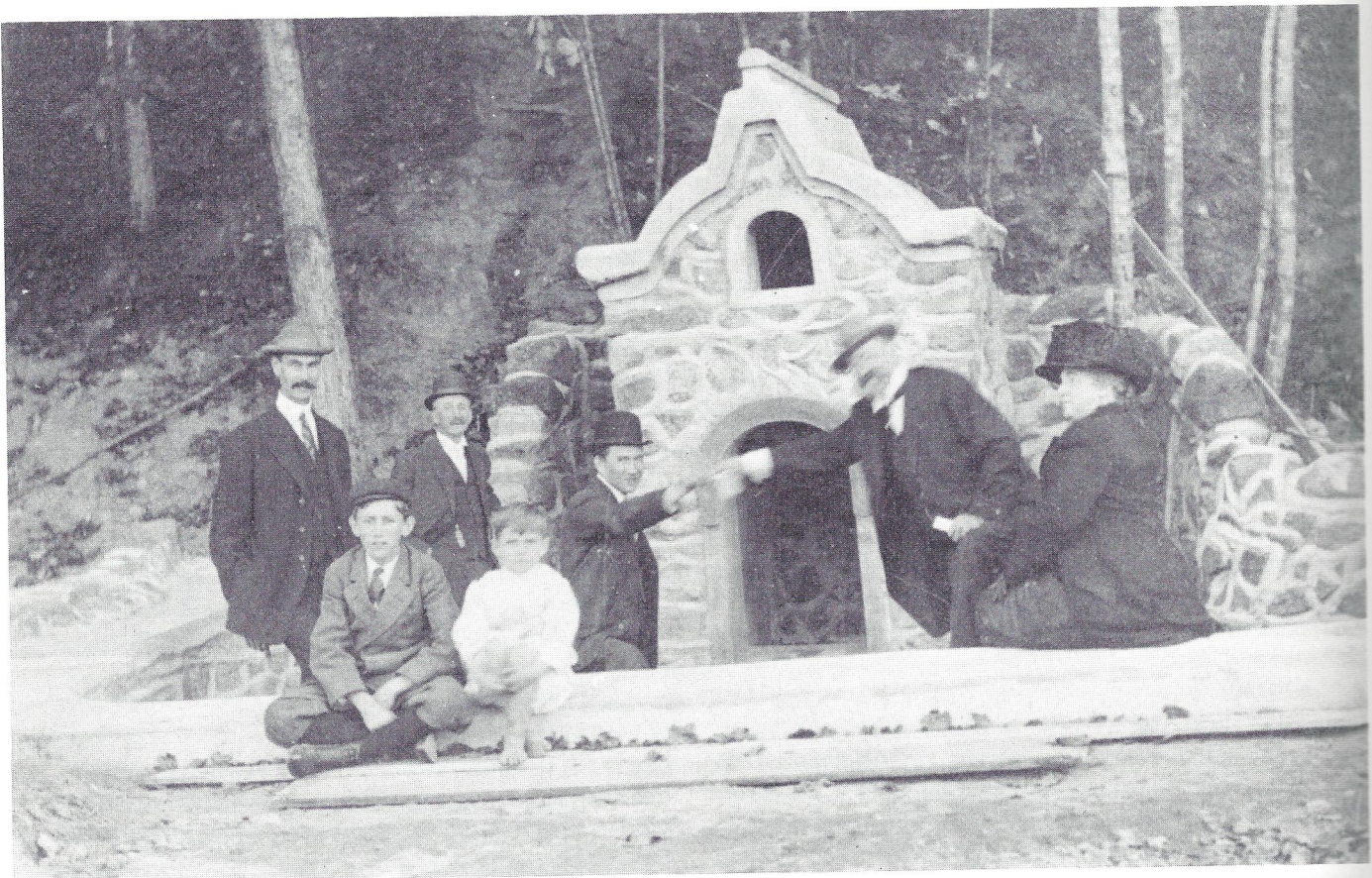
The 1913 Georgia State Geological Survey classified the two natural springs at Cascade Springs as neutral waters with about 2.5 grains of solids per gallon. Measurable amounts of silica, carbon dioxide, lime, potassium chloride, sodium sulphate, calcium carbonate, and magnesium carbonate were noted. Though very small in quantity at Cascade Springs, all of these minerals were mentioned as potentially health beneficial. The survey concluded that the springs had a strong flow at five gallons per minute and were "kept in excellent sanitary condition."<sup>22</sup>

When John Zaring bought the Cascade property, the spring water was being sold in small quantities to local residents. Given the problems of Atlanta's public water, the prospects of selling much more of the pure spring water looked promising. To insure the purity of the water and to promote the most permanent sanitary appearance, Zaring abandoned the smaller number one spring and concentrated on improving the larger number two spring. In 1910 he had a unique, indigenous stone springhouse built over the free-flowing spring. A few concrete steps led down to a solid concrete basin encased by the stone structure where a valve-flow system was used to back up the spring so that the water could be more easily bottled. With an arched concrete roof and undulating stone retaining walls against a background hill, the entire spring took on a solid, classical appearance.

Rather than operate his own water company, John Zaring decided to spend his time working on his nursery and to lease out the bottling rights to the spring water. In September 1910, Zaring leased to Charles H. Darby the exclusive commercial water rights along with "one international automobile delivery water wagon, 13 coolers, 35 five-gallon bottles, 64 delivery cases, 3 glass half-gallon bottles and sundry other items." Paying \$3,500 for the five-year lease, Darby agreed to leave all properties intact and to operate and advertise his business under the name Cascade Springs Water Company. Darby further agreed to keep appropriate books showing the business done by his company and to allow Zaring discretionary inspection rights.

The new Cascade Springs Company encountered significant competition. Between 1905 and 1911 the annual commercial production of mineral water in Georgia increased from 270,000 gallons to 981,000 gallons. According to the 1911 Atlanta City Directory, there were eight mineral water companies operating in the city distributing water from several sources. Faced with such competition, Darby immediately began to advertise for the sale of the Cascade waters in the city directory and in pamphlets and brochures.<sup>23</sup>

The advertisements about Cascade Springs water which Zaring, Darby, and other lessees distributed in various forms between 1910 and World War II contained all the vague allusions of natural wholesomeness and specific references to health which were typical of the American perception of efficacious mineral water. Answering the question "Why Drink Cascade Spring Water?" one



*John H. Zaring (far left) with a group sampling Cascade Spring's water shortly after the springhouse was built in 1910. (All illustrations in this article were provided by the author.)*

published pamphlet made the following claim:

It has been estimated that nine-tenths of the human body is composed of water. It enters the juices of the stomach, liver, kidneys, and bladder and ramifies the entire arterial system. If impure, or water containing alum or minerals, is used, it coats and disarranges the stomach, clogs up the system, diseases the bladder and gives rise to innumerable evils. This is why people living in some cities with bad water suffer with Rheumatism, Typhoid Fever, Dyspepsia, Diabetes, Brights Disease, etc. No one can continue to be healthy who uses impure or polluted water.<sup>24</sup>

As the "World's Oldest Health Prescription," con-

cluded another advertisement pamphlet, spring water was "An Internal Bath" which aided "sallow, blotched complexion," and cleansed and unclogged the system if used correctly. Considering "How to Drink Water for Health," the pamphlet advised:

According to the best authorities, the average person should drink at least two quarts of water daily, that is eight to ten glasses, between meals.

To check or cure a cold, drink ten glasses of water, two at a time, at short intervals. . . . This serves to wash away tissue poisons, the accumulation of which cause a "cold."

It is said that 90 percent of all women over the age of 25 suffer with constipation. To prevent constipation take two glasses of cold water on rising.

## SAFETY FIRST

Practice it by Drinking

### Cascade Spring Water

Flows From Solid Rock, Never Gets Muddy  
Never Overflows

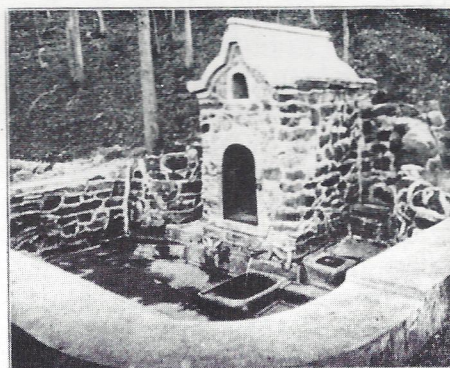
Free From All Contamination  
Six Miles From Atlanta

### Cascade Spring Water Company

BELL PHONE, West 930-J

Atlanta, Georgia

Motor Truck Delivery Service



THE SANITARY SPRING

Where Cascade Spring Water is Bottled

Also eight glasses between two meals and two full glasses immediately before retiring at night. The drinks . . . act as a deterrent to intestinal putrefication and serve to overcome dryness in the colon—a valuable means of preventing slow, irregular movements.

The Cascade Spring water was billed as "Nature's Pure Water, 'For the Healing of the Nations,' " and the "purest, softest, and most healthful water known." The company claimed:

it is by far the purest of all waters. The ingredients contained in it are very minute and they are what are required in the human economy . . . It is purer than rain water which contains ammonia. It is a delightful table water, . . . and if regularly used to the exclusion of other waters will greatly improve the general health.

On account of its extraordinary lightness any quantity of it may be drank . . . Its use will greatly benefit if not positively cure kidney troubles, dyspepsia, indigestion, . . . calculi, rheumatism, nervousness and a host of other evils caused by drinking impure water . . . On account of its . . . soluble qualities it dissolves and removes from the system all

deleterious accumulations.

Keep the sewers of the system thoroughly cleansed with Cascade Spring water and disease will not occur.

The advertisements and pamphlets invariably contained the precise 1901 state chemical analysis followed by the state chemist's conclusion, "The above water is one of singular purity, both from a mineral and sanitary standpoint. Such waters, as a rule, are much to be preferred . . . to those that are heavily loaded with mineral salts." Most of the advertisements also included testimonials from various years and from various people in Atlanta and out of state, who acclaimed the Spring water for its taste and healthfulness. One such arousing testimonial statement from 1919 concluded energetically, "My wife's health has been greatly benefited by Cascade. In fact, we are all lusty, and we owe it in no small measure to this good, pure and sparkling water."

For Zaring and the others who bottled and advertised the water, it was important to ensure the continued sanitation of the spring itself and the bottled water. Patrons were assured that the spring was tested and personally overseen by Zaring and that the double cement walls ensured against any contamination. "It most positively never overflows," claimed one pamphlet. "There is no seepage. Every gallon

is uniform—there is no mixing of several springs and no cooking, filtering or extracting of any of its natural elements.” Great care was also taken in the bottling process when all bottles were “thoroughly cleaned each and every time before refilling” and immediately corked and sealed. Purchasers were assured that the water was bottled daily directly from the spring and delivered by truck to insure freshness, with the entire process “looked after and handled exclusively by reliable white help.”

When Darby’s lease expired in 1916, Zaring began to rethink the future of his investment at Cascade Springs. He had long felt that because of the location and great beauty of the springs area the property could be developed into a small, middle-class urban resort similar in concept, if not in size and grandeur, to other spring resorts throughout Georgia and the United States. The rudiments for such an enterprise already existed. Even before 1909, a large house across Cascade Road had been used as a small hotel. The spring water was sold throughout Atlanta and was developing a favorable reputation for its quality and medicinal value. The spring itself was protected and sanitary and was picturesquely situated along a cascading stream. In 1917 Zaring was approached by another investor, W.D. Gresham, who shared Zaring’s assessment and agreed to help develop and manage the springs. Together these two kindred spirits began to build a unique Atlanta spring resort.<sup>25</sup>

Considering the changes in the American concept of leisure and recreation which nineteenth- and twentieth-century urbanization and industrialization had brought,<sup>26</sup> the possibility of creating a successful resort operation at Cascade Springs seemed very reasonable. The belief that man should recreate and relax the body and mind was slow in developing in America and was basically a product of twentieth-century society. In colonial America the sheer struggle for existence, the restrictive influences of the Puritan churches, and the lack of sufficient transportation all combined to limit leisure activities to local pursuits, such as animal baiting, drinking, and dancing. By the late nineteenth century, social and economic changes dramatically altered American leisure and recreation. With the passing of time, American physical existence became increasingly less precarious so that for most groups the struggle for existence disappeared. Likewise, the declining influence of the church and the increasing rejection of Puritanical beliefs allowed Americans to escape psychological restraints inhibiting the acceptance of leisure. Many of the

churches themselves started to realize the possible advantages of leisure activities and began to promote church recreation activities as an inducement to church membership.

The metamorphosis of transportation in the nineteenth century liberated space-bound Americans and allowed them to traverse greater distances more easily in search of leisure and recreation. The development of steam-powered railroads and steamships and later trolleys and automobiles made leisure areas more accessible and became new sources of leisure themselves. Greater ease of travel tended to democratize leisure making distant recreational pursuits, which had formerly been limited by time and expense to an affluent leisured class, more open to the working class.

Industrialization helped to increase productive capabilities while decreasing required working hours. The labor unions and other reformers succeeded in reducing the average working day to eight hours and the working week to five or six days, while increasing minimum wages. By the late 1890s in the burgeoning northern cities, increased free time coupled with increased income created a demand for urban leisure and recreation facilities accessible to the industrial working class.

Although commercial amusements and resorts continued to flourish after the turn of the century, a new trend toward publicly financed recreation facilities developed. The assumption that recreation was a government responsibility was slow to evolve, but by the end of the first decade, tax-supported recreation had become an integral part of Progressive policy at all levels of government. One of the most significant trends in government-supported recreation was the demand for open spaces to be used as parks or preserved natural retreats from urban life. Although the municipal park movement began in the 1890s, its greatest development came in the twentieth century. The construction of municipal parks between 1900 and 1930 was impressive as the total amount of park acreage tripled and the population per acre of park land was nearly halved. By 1930, among cities with 250,000 population, Atlanta ranked fourteenth with a population of 180 per acre of park.

Closely associated to the development of American leisure and recreation, and perhaps an important reason for the park movement, was the initiation of a fundamental twentieth-century back-to-nature movement. In his study *Back to Nature: The Arcadian Myth in Urban*

*America*, Peter J. Schmitt argued that the forces of urbanization caused Americans to rethink their concepts of the natural world which existed outside the confines of the city. Schmitt demonstrated that between 1900 and 1930 an urban back-to-nature movement was a reaffirmation of the spiritual, rather than the economic, value of nature. More than simple nostalgia, this movement shared fundamentally in the American agrarian myth's search for "Arcadia," a vague yet sublime "scene of simple pleasure and untroubled quiet." The practical Arcadia "lay somewhere on the urban fringe easily accessible and mildly wild."<sup>27</sup>

No group was more affected by the back-to-nature movement than America's developing urban middle class. As heirs of the nineteenth-century industrial elite, whom Thorstein Veblen claimed indulged in patterns of conspicuous consumption and conspicuous leisure, the new middle class largely adopted the old "canons of tastes" and became a new "leisured majority."<sup>28</sup> With increasing wealth and physical mobility, the middle class found both nature and city close at hand. The search for the "solitude and scenery" of Arcadia led the middle class to the outer edges of the cities, to new suburbs and garden communities where, as Schmitt claimed, "the straight lines and grid patterns of the city gave way to the curved streets and landscaped yards" and the country club organized life with a "mixture of casualness and formality."<sup>29</sup> With this, the reconciliation of twentieth-century urban life and traditional reverence for nature was made complete.

In 1917 when Zaring and Gresham began to plan their resort at Cascade Springs, they were aware of the changing concepts of leisure and recreation in urban Atlanta, which made Cascade Springs a unique opportunity. Atlanta's growth in the early twentieth century had created an urban working class and a middle class with increasing leisure time and wealth to pursue accessible natural recreation opportunities. Located only six miles from Atlanta on the "urban fringe" and "easily accessible and mildly wild," Cascade Springs fit well into the new demands of urban Atlanta life.

To construct and manage the resort, Gresham organized the Cascade Springs Park and Camping Company with offices on Walton Street. Although the spring itself and the water remained the key attraction, Gresham created resort facilities, which, although similar to those of larger, more exclusive resorts, were more rustic and more economically accessible to laboring and middle-class Atlantans a short distance away. The existing hotel, which

stood atop a hill across Cascade Road overlooking the springs and waterfall, was refurbished and officially named the Cascade Inn. The inn was a large two-story house with a fashionable three-quarter surrounding porch. With four bedrooms on each floor, it had a modest capacity. On the first floor there were a kitchen, a large dining room, and one bathroom which served the entire house. Water for the kitchen and bathroom was pumped up the hill from the spring below.<sup>30</sup> According to a flyer, the inn provided breakfast for thirty-five cents, luncheon for fifty cents, afternoon tea for twenty-five cents, and special "Old-Fashioned" fried chicken dinners for seventy-five cents. Meals "only by week" were five dollars and "room and board seven dollars per week up." The Georgia state geologist reported that though small, the inn was "neat" and "well arranged for the accommodation of guests" to the springs.<sup>31</sup>

A large dance pavilion was constructed over a cascading stream which cut under Cascade Road and tumbled past the springhouse and through a scenic ravine surrounded by wooded hills, until it finally emptied into the South Utoy Creek a mile away. The pavilion was a solid wooden structure made of four-by-four-foot wooden posts with a shingled roof and hardwood dancing floor. "Suitable music" was provided on Tuesdays, Thursdays, and Saturdays, when dancing was free. The pavilion could be rented "at a nominal charge by private parties, organizations, picnics, etc. on Mondays, Wednesdays, or Fridays." Nearby stood a permanent refreshment pavilion, complete with a soda fountain to serve a variety of "sanitary drinks" at "city prices" and other refreshments including ice cream, fruit, melons, and canned goods for picnic parties. Ice cold Cascade water, as always, was free.

Below the waterfalls and along the stream a number of "bungalow tents" were built to house campers. The bungalows were rustic structures, twelve-by-twelve feet, with wooden floors and tent-like walls made of wire screens and canvas. Unfurnished or furnished bungalows were rented for five dollars or seven dollars a week, fifteen dollars or twenty-five dollars per month, or twelve dollars or twenty dollars per month for an entire season. A furnished bungalow accommodated four people and contained two double-iron couches with mattresses, a table, chairs, mirror, bowl and pitcher, and four pillows—"all the necessary furniture to insure complete comfort." Kerosene stoves, extra cots, and camping ground space could be rented at a nominal rate. Advertisements assured

812 Myrtle St.,  
Atlanta, Ga., Sept. 15, 1926.

CASCADE SPRING WATER Co.,  
Atlanta, Ga.

I have been drinking Cascade Spring water for the past fifteen years.

Myself and family thoroughly enjoy this wonderful spring water which greatly aids digestion.

I was raised in the mountains of North Carolina, where spring water is the "wonder" of the ages, but I really have never drank a softer, sweeter, lighter spring water than Cascade. It is delightful to the taste, healthful to the stomach, and a joy to the thirsty.

Very truly yours,

F. A. BURGIN AND FAMILY.

January 1, 1926.

CASCADE SPRING WATER Co.,  
Atlanta, Ga.

Dear Sir:

Always when receiving the empty bottle, refill and return until told to stop, as I am compelled to drink the water.

Respectfully,

MRS. CHAS. HILL.

1426 Pine Street  
Chattanooga, Tenn.

that the camping facilities would "be appreciated by those desiring to get close to nature, and find renewed health or pleasant recreation, through this outdoor life."

A small spring-fed lake was constructed near the springhouse. The lake was used as a bathing pool ostensibly for invalids and others seeking the medicinal waters but free to all campers and guests of the inn and twenty-five cents for all others. A special notice from the company warned that Cascade Springs was operated "for ladies and gentlemen" and that references might be required of all patrons of the springs.

Gresham and Zaring published a series of pamphlets and advertisements announcing the opening of the Cascade resort. Two themes dominated these brochures and those

of subsequent years — the proximity and accessibility of the springs and the beauty of their natural surroundings. The advertisements were quick to point out that the springs were only six miles from Atlanta and could be reached quickly, comfortably, and economically. "Motorists will find Cascade Road one of the finest in Georgia," boasted one pamphlet, "and special attention will be given this class of visitors, and all are cordially invited to visit us and park their cars around the inn, where a special place is reserved." Since the number of automobile owners in Atlanta was limited at that time, the pamphlets appealed to a larger group of potential patrons by emphasizing the ease and availability of public transportation facilities. The Atlanta streetcars came as far south of town as Beecher Street, where the Whitehall-West End Trolley terminated. Visitors to the springs were met at the end of the line at Beecher Street and were "properly conveyed three miles over a beautiful, picturesque and level . . . road" by an "Auto Bus" to the Cascade resort. Gresham published an exact "Auto Bus Line" schedule, with shuttle bus service to and from the West End car line at short intervals from 7:00 A.M. until 11:00 P.M. and with an extra bus on Sunday afternoons. The ten-minute ride from the car line was ten cents for the public and five cents for guests of the inn, or fifty cents for the trip each way for special parties between schedules. The complete trip from the city to the springs took only twenty-five minutes.

Since the success of their resort depended upon urban accessibility, Zaring and Gresham often reiterated the advantages of the proximity of the springs. "A charming resort of many attractions," claimed two brochures, "Cascade Springs is six miles from the center of Atlanta, only a twenty-minute drive to the theatres and other amusements, 2½ miles from the West End Golf Club. Close enough to the city to enjoy all its amusements, yet far enough away to sleep good at night." "Its close proximity to the city," advertised another flyer, "is such that medical assistance or anything obtainable in a large city can be quickly obtained."

The appeal of the beauty and rejuvenating characteristics of nature at Cascade Springs was strong, pervasive, and consistent with the back-to-nature movement. Gresham wrote in one pamphlet: "The Cascade Springs Park and Camping Co. have done much to add to the general appearance of the place, and beg to announce to the public that they will find a most delightful place to spend a day, week, month or summer. Here nature has

established one of the most attractive resorts in Georgia. Beautiful cascades blend perfectly with rugged scenery, making the ensemble one of pleasing surroundings and refreshing coolness."

In another introductory pamphlet entitled "Cascade Springs: A Quiet Place For Quiet People," the advertisers announced the opening of the resort:

We are now ready to accommodate a limited number of people. People who are not looking for midnight frolics every night, but who are wanting a complete rest.

Here is what we offer our guests:

A range of 78 acres of beautiful woods, brooks, flowers, birds and NATURE in all its wondrous glory.

Cool Breezes—Fresh Pure Air.

Good Wholesome Food.

\* \* \*

Quiet and Complete Rest

The Most Wonderful Water in the World

\* \* \* \*

Here man has not destroyed the squirrel, the mocking bird and other song birds, which laden the air with music everyday. The quiet is refreshing, for here one may rest and admire the quiet of NATURE away from "the maddening crowd's ignoble strife."

The atmosphere here at Cascade is also pure, cool and invigorating, carrying upon its healing wings the curative qualities of the balsam and the pines. . . . Here, with music from the running water, sermons in stones and the quiet of the scene, the lover of NATURE will find a retreat filled with rare enjoyment.

At Cascade Springs, NATURE in all its quiet and gorgeous beauty invites you.

Since no attendance records, company books, or other written accounts remain, it is difficult to assess the degree to which Atlantans in the early 1920s were induced by these advertisements and appeals to nature to visit the Cascade Springs or to patronize the resort; however, it is reasonable to assume that by this time the spring water was widely consumed throughout the Atlanta area and that the Cascade area itself had developed a favorable reputation as a place of natural beauty. Since Gresham continued to lease the springs and operate the resort until early 1926,

the enterprise must have been moderately profitable. In the years after 1924, however, many changes in Atlanta's urban environment and in Cascade Springs itself significantly affected not only the operation of Cascade Springs but also its function in the structure of urban Atlanta.

By the early 1920s the residents living in the Cascade Springs area were denied electrical service by the Georgia Railway and Electric Company, which refused to install power lines through the sparsely populated area. In order to obtain electricity, a number of people, including John Zaring, pooled their resources and organized the Cascade Mutual Utilities Corporation. The corporation then purchased specified poles, cross arms, brackets, meters, transformers, and wires and erected on easement rights of way 11,000 feet of transmission and service lines along Cascade Road and Pitts Road. The company also constructed an electric transformer station near the intersection of Sewell Road and Cascade Road, where they were able to connect to existing power lines and thus purchase electricity from the Georgia Railway and Electric Company. The Cascade Mutual Utilities Corporation provided electricity to Cascade Springs and surrounding areas for five years, until 1925 when the stockholders dissolved the corporation and sold all their electrical equipment, transmission lines, rights of way, easements, and franchises to the Georgia Railway and Electric Company for the sum of \$3,000.<sup>32</sup>

In 1924 Zaring completely reorganized his own business operations at Cascade Springs when he chartered another corporation, the Cascade Spring Company. Realizing the legal advantages of limited liability which incorporation offered, Zaring surrendered all of his personal holdings to the Cascade Spring Company and made his trusted friend S.E. Scoggins president of the corporation. Originally chartered with 100 shares of capital stock worth \$10,000, the corporation was empowered to perform a wide variety of functions, all reflecting the far-ranging interests and future plans of John Zaring. With the object of "pecuniary gain," the company was empowered to "bottle and sell spring water; manufacture, bottle and sell soft drinks and beverages of any and all kinds; to own, buy, sell, lease, rent and deal in all kinds of property, . . . to conduct stores for the sale of all sorts of general merchandise; to conduct greenhouses and nurseries and deal in plants, shrubs and flowers; . . . to own, operate, lease or run hotels, and pleasure resorts."<sup>33</sup>

Duly reorganized and armed with the legal securities

of the new corporation, in 1927 Zaring contracted with a new lessee, Marvin L. Dunton, who was forced to alter the operations at Cascade Springs in response to dramatic changes which were occurring in Atlanta. In the late 1920s no single force so affected the development of Atlanta or altered the urban function of Cascade Springs as did the automobile. In his study *Automobile Age Atlanta*, Howard L. Preston concluded that between 1900 and 1935 the development of the automobile and its related industries in Atlanta radically changed the "form, fabric, physical character, and financial character" of the city.<sup>34</sup>

The evolution of automobility in Atlanta and throughout the South radically changed the function of Cascade Springs. By the late 1920s, middle-class Atlantans who had patronized the Cascade resort in the early 1920s found themselves with the economic resources, mobility, and time to reach resorts at greater distances. At the same time the continued development of city, county, and state parks in Georgia offered Atlantans a variety of new and accessible resorts and recreation facilities. Given this situation, the demand for a nearby rustic urban resort at Cascade Springs with limited spaces and limited housing and camping facilities simply disappeared.

When he assumed control of the springs in 1927, Marvin L. Dunton made certain changes in the springs to make the site more competitive as a daily or weekend nature retreat, not unlike other city parks. Dunton ceased the commercial operation of the Cascade Inn and moved his own family into the large house. The dance pavilion continued to host weekend dances at irregular intervals. Dunton had a small restaurant constructed at the spring where picnic parties could purchase boxed chicken dinners. Along the stream flowing past the spring, he built a miniature golf course; and just up the stream he constructed a packed, cottonseed-hull tennis court with wisteria-covered fencing. A penny Dixie Cup dispenser was attached to the spring, which remained the main attraction.<sup>35</sup>

Dunton's plans were well conceived, and Cascade Springs soon became a popular "picnic mecca."<sup>36</sup> Large numbers of Atlantans drove to Cascade Springs and paid a small admission fee to dance, picnic, drink the spring water, or simply stroll through the acres of beautifully wooded hills and valleys surrounding the cascades and the springs. Visitors were also encouraged to visit Zaring's newly constructed florist business and tour his expanded greenhouses, where they could purchase shrubs and a

variety of flowers including chrysanthemums, carnations, geraniums, violets, and seasonal plants, such as poinsettias and Easter lilies.

The growth of Atlanta's population in the late 1920s and the continued inadequacy of the city's public water supply stimulated greater demand for bottled spring water, while the improvements to automobiles and roads facilitated extensive daily distribution of bottled water throughout the city and beyond. Recognizing this potential market, Dunton worked diligently to improve and expand the production and distribution of bottled Cascade Spring water. He constructed a new bottling house adjacent to the spring and set up a small assembly line. To insure sanitation, the five-gallon bottles were first thoroughly cleaned by hand and the rims doused with chlorine. The bottles were moved to another table where they were rinsed and filled at a tap with spring water pumped into the bottling house. Reuseable corks, which were stored in barrels of chlorine, were then hammered into the mouths of the bottles, which were sealed with waxed paper and rubber bands. After the pre-pasted Cascade labels were pressed on, the full fifty-five-pound bottles were either temporarily stored at the spring in a house which held a hundred bottles or manually lifted onto an "A" frame truck, which had slots for fifty bottles. The bottles were transported daily to a small warehouse in town to await further distribution.

Although the demand for bottled water came from a wide cross-section of the city, including poor sections unsupplied with city water and more affluent areas where better quality water was demanded, the central business district furnished the largest market for bottled water. For this reason Dunton developed delivery routes throughout the downtown area to serve office buildings, restaurants, hotels, theaters, and businesses of all types which had insufficient access to acceptable drinking water. The Cascade Company leased to its customers individual coolers which could be placed in a variety of locations with no regard for plumbing. The full bottles of water were delivered and the coolers were serviced on a regular schedule by one company employee, while another employee drained and repacked each cooler with ice on a daily basis. Servicing and icing the coolers was difficult, time-consuming work, while lifting and carrying the heavy glass bottles of water was laborious and, because of breakage, sometimes very dangerous.

Local residential and business sales of Cascade water



*Dahlia Cason Zaring (left) and her sisters posed about 1925 before one of the bungalows of the Cascade Spring resort. The bungalows were later adapted into year-round dwellings for people who had lost their homes during the depression. The inn itself, the home of J.S. Gibson after 1933, was demolished in the 1950s.*

remained strong during the late 1920s. Many residents purchased the water at the spring, and a limited number had the water delivered to their homes. Fifty bottles of water were sold weekly to the Black Rock Country Club in Ben Hill and ten bottles weekly to the Cascade Terrace Restaurant on Cascade Road. The combined in-town and local sales of Cascade Spring water averaged about 100 bottles, or 500 gallons, a day.<sup>37</sup>

The onslaught of the Great Depression in the 1930s brought changes to Atlanta which seriously undermined the commercial viability of Cascade Springs. New Deal relief and recovery programs in Atlanta significantly improved many aspects of urban life in the city and surrounding counties, bringing millions of dollars for building and construction projects including improvements to Atlanta's recrea-

tion and health facilities, which had been woefully neglected. Between July 1935 and September 1938, WPA recreation construction projects in Fulton and DeKalb counties included sixty-three athletic fields, sixty-four playgrounds, eighteen parks, ten golf courses, forty tennis courts, and four swimming pools.<sup>38</sup>

Cascade Springs was not the beneficiary of government depression programs as was the city of Atlanta. Because of the extensive improvements in the city's water and sanitation systems and the economic repercussions of the depression, demand for bottled water declined significantly. The proliferation of city recreation facilities and the increased cost of transportation also combined to reduce the number of visitors to Cascade Springs. Once essential as a supplier of urban water and desirable as a

nature resort, Cascade Springs was reduced by public works projects inspired by the depression to a nonessential and less profitable function.

Realizing the impact of the depression, Marvin Dunton relinquished his lease to Cascade Springs in 1933, seven years before its contracted expiration. Zaring immediately leased the water rights to J.S. Gibson, who had lost his job and his home in nearby Cascade Heights. Gibson moved his entire family into the former Cascade Inn. Zaring also refurbished the old camping bungalows and rented them as crude, year-round dwellings to other local residents who had lost their homes. While Gibson continued to market the spring water, Zaring operated the nursery business, both at reduced levels.<sup>39</sup>

In 1937 Zaring leased the spring water rights to R.J. Spiller, a veteran of the bottled water business and president of Fountain of Youth, Inc., which also owned and operated Lithia Springs. Spiller distributed Cascade Spring water through the World War II era but then found the business increasingly less profitable. In a letter to John Zaring, Sr., of February 15, 1942, Spiller lamented the state of the industry:

Dear Mr. Zarring [sic]:

I enclose ck. [check] for fifty dollars. I do not know what to think about the water business. It's just gone down to nothing. I have not sold enough to pay expenses in five months. Will see you soon and talk to you about same.

Yours truly  
R.J. Spiller<sup>40</sup>

The decline in business was due mainly to decreased demand with continued improvement in city water and the government proclamation in 1942 that bottled water was a "nonessential" industry not qualifying for wartime gasoline rationing exemption. Faced with decreased demand and limited distribution capabilities, Spiller relinquished his lease to the Pura Water Company in 1943. An old Atlanta company which had bottled spring water and distilled water since the early 1900s, the Pura Water Company bottled Cascade water for a number of years after the war and then went out of business. By the early 1950s, the bottling of Cascade Spring water ceased permanently.<sup>41</sup>

In 1952, the same year the Cascade area was an-

nexed into the city as part of the Plan of Improvement, Zaring made a number of significant changes. The property north of Cascade Road was sold, and the remainder of the land was deeded to Zaring's son, John, who was born in 1922, two years after Zaring's marriage to Dahlia Cason. The Cascade Inn and the camp bungalows were demolished, and the dance pavilion floor was dismantled and sold. In 1953 John Zaring, Sr., turned the greenhouse business completely over to his son.<sup>42</sup> The younger Zaring had spent the first years of World War II working for North American Aviation in California. He returned to Atlanta in 1944 to work at Bell Bomber in Marietta and at the conclusion of the war came to operate the Cascade Springs Greenhouses. John Zaring, Jr., continued to operate the nursery business until 1972, when the deteriorating condition of the greenhouses forced their closing. Although the county health officials continued to inspect the spring for a number of years, the demand for bottled water completely disappeared, and the spring remained unused.

In 1965 John Zaring, Jr., secured a rezoning of the Cascade Springs property and endeavored for the next ten years to create an apartment complex around the springs. As years passed, however, Zaring's efforts were frustrated as the Atlanta housing market became glutted with apartments and the Cascade area, which had become predominantly black, was viewed by investors as a high-risk area. In 1975 a local citizens' group called the Cascade Forest Association submitted to the city of Atlanta bureau of planning a detailed report analyzing the development of the Cascade area and suggesting items to be incorporated into the city's official long-range plan of growth. Among other things, the association report recommended that in order to maintain the neighborhood's "residential quality and environmental amenities, such as large wooded areas, extensive undeveloped green open spaces, South Utoy Creek and its tributaries and flood plain, . . . hilly terrain and a generally natural environment," no more apartments should be constructed in the area and the zoning of Cascade Springs should be downgraded to single-family residential. The report further recommended that the city purchase the Cascade property as a "natural area park." This position was supported by Wilson Smith, a city environmental planner, who noted in his 1976 study, "A Comprehensive Planning Data Report Concerning the Harbin Road-Cascade Road Properties," environmental, historical, and archaeological concerns which dictated that "the Cascade Road-Harbin Road land tracts should remain vacant and

placed in public ownership.”<sup>43</sup>

Over the next few years city attorneys worked closely with Zaring's attorney and city and federal officials to acquire the funds to purchase the property. Finally in 1979 the city of Atlanta purchased Cascade Springs to remain forever undeveloped. Fenced off and unused pending plans to create a nature preserve, Cascade Springs today remains almost unrecognizable and serves only an intangible, passive function in the life of urban Atlanta.<sup>44</sup>

## Notes

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1. Joseph Wechsberg, *The Lost World of the Great Spas* (New York: Harper & Row, 1979), p. 6.

2. See Cleveland Amory, *The Last Resorts: A Portrait of American Society at Play* (New York: Harper and Row, 1948), pp. 407-44; Floyd and Marion Rinehart, *Summertime: Photographs of Americans at Play, 1850-1900* (New York: Crown Publishers, Inc., 1978), pp. 16-27, 144-45.

3. Lawrence F. Brewster, *Summer Migrations and Resorts of South Carolina Low-Country Planters* (New York: AMS Press, Inc., 1970); E. Merton Coulter, "Madison Springs, Georgia Watering Place," *Georgia Historical Quarterly* 47 (December 1963): 375-407; Amory, *The Last Resorts*, pp. 444-94.

4. Jeanette Keith Denning, "Good Times: Vacationing at Red Boiling Springs," *Tennessee Historical Quarterly* 42 (Summer 1983): 223-42; R.T. Nesbitt, *Georgia: Her Resources and Possibilities* (Atlanta: Franklin Printing and Publishing Co., 1896), pp. 81-82; Inez Watson Croft, "Lithia Springs: Recollections of the Golden Age of a Southern Health Resort," *Atlanta Historical Bulletin* 13 (March 1968): 9-16.

5. John Stainback Wilson, "Atlanta As It Is — 1871," *Atlanta Historical Bulletin* 6 (January 1941): 79-81; Doreen McMahon, "Pleasure Spots in Old Atlanta," *Atlanta Historical Bulletin* 7 (October 1944): 220-34; Croom Partridge, "Remember? or Atlanta during the Spanish-American War," *Atlanta Historical Bulletin* 9 (January 1951): 54-55; Wade Hampton Wright, "Georgia Power," *Atlanta Historical Bulletin* 3 (July 1938): 199; "Cool Rides are Popular: Nearby Resorts Patronized by Hundreds of Atlantans," *Atlanta Constitution*, September 6, 1900, p. 3; Piromis H. Bell, "Famous Atlanta Springs," *Atlanta Journal*, June 19, 1932, p. 12; Nesbitt, *Georgia*, pp. 81-82, 438.

6. John H. Goff, "The Sandtown Trail," *Atlanta Historical Bulletin* 11 (December 1966): 34-52; Eugene M. Mitchell, "Queer Place Names in Old Atlanta," *Atlanta Historical Bulletin* 1 (April 1931): 27; Eugene M. Mitchell, "The Indians of Georgia," *Atlanta Historical Bulletin* 11 (September 1937): 20-30; "Abstract of Title, Cascade Springs, for John Zaring," Etheridge & Etheridge, Attorneys at Law, October 6, 1909, in



*In the 1940s John Zaring, Sr., sat amid some remains of the commercial nursery at Cascade Springs.*

possession of author. Also see Hubert C. Francis, "The Origin of Fulton County," *Atlanta Historical Bulletin* 13 (September 1968): 80; Alex M. Hitz, "Origins of Fulton County," *Atlanta Historical Bulletin* 9 (January 1951): 4-5; Wilbur G. Kurtz, "Whitehall Tavern," *Atlanta Historical Bulletin* 1 (April 1931): 47-48; Franklin M. Garrett, *Atlanta and Environs* (Athens: University of Georgia Press, 1954), 1, p. 625.

7. Garrett, *Atlanta and Environs*, 2, pp. 297-299. A 1909 blueprint of the Cascade property in possession of author locates the school and other structures. Interview with Charles Lamb, a former resident, sug-

gested that the tannery produced horse collars and harnesses, which were in great demand in Atlanta.

8. Sheriff's Deed, Noble C. Williams, Sr., and Noble C. Williams, Jr., by sheriff to John H. Zaring, October 6, 1909, in possession of author.

9. Wilson Miles Zaring and Charles Thomas Zaring, *The Zarings of Kentucky* (Kentucky: privately published, 1983), p. 23. In possession of author; interview with Ethel Zaring Holderfield, niece of John Zaring, Sr.

10. Interview with John Zaring, Jr., son of John Zaring following his 1920 marriage in Atlanta to Dahlia Cason.

11. Canceled checks and checkbook stubs from John Zaring in 1909 and 1910, in possession of author; deed, J.A. Pickens to John H. Zaring, Fulton County, February 20, 1911, Deed Book 307, Folio 50. Letter from John Zaring to A.P. Stewart, Fulton County tax commissioner, December 1, 1914, listing properties owned. In possession of author. See Thomas Mashburn Deaton, "Atlanta during the Progressive Era" (Ph.D. diss., University of Georgia, 1969), p. 91.

12. S.W. McCallie, *Mineral Springs of Georgia* (Atlanta: Charles P. Byrd, 1913), p. 75; interview with John H. Zaring, Jr.

13. Letter from John Zaring to A.P. Stewart, Fulton County tax commissioner, December 1, 1914, written on letterhead from Zaring's Exposition Company. The letterhead listed the concessions and explained the information about the exposition; letter from A.G. Wilson, Phoenix, Arizona, to John Zaring, March 30, 1914, in possession of author. Interview with John Zaring, Jr. In 1900 John Zaring, Sr., took a correspondence course in metal mining from the International Correspondence Schools, Scranton, Pennsylvania; letter and certificate, July 9, 1900, in possession of author.

14. See Nelson M. Blake, *Water for the Cities* (Syracuse: Syracuse University Press, 1956), and Jasper O. Draffin, *The Story of Man's Quest for Water* (Champaign, Ill.: The Garrard Press, 1939).

15. Deaton, "Atlanta during the Progressive Era," p. 245.

16. Richard J. Hopkins, "Public Health in Atlanta: The Formative Years, 1865-1879," *Georgia Historical Quarterly* 53 (September 1969): 296-97.

17. Deaton, "Atlanta during the Progressive Era," pp. 258-60.

18. Timothy Dial, "Refuse Disposal and Public Health in Atlanta during the Progressive Era: A Continuing Crisis," *Atlanta Historical Bulletin* 13 (Fall 1972): 37.

19. Deaton, "Atlanta during the Progressive Era," pp. 258-59, 280-81.

20. James K. Cook, quoted in McCallie, *Mineral Springs*, pp. 14-15.

21. *Ibid.*, pp. 14-19.

22. *Ibid.*, pp. 48-49.

23. Payment agreement between Zaring and Darby, Atlanta National Bank, October 1, 1910; notarized contract between Zaring and Darby, September 1, 1910, both in possession of author. McCallie, *Mineral Springs*, p. 181; *Atlanta City Directory*, 1911, p. 594; 1914, p. 90; Darby had his offices at 175 South Forsyth Street. He advertised in the direc-

tory two years and apparently kept his offices only one year; however, he did continue to operate the company for the full term of the contract. According to the city directory (which appeared to be very inconsistent and not completely reliable), between 1910 and 1935 numerous water bottling companies operated in Atlanta for varying numbers of years.

24. Quotations here and below are from various pamphlets in the author's collection. Copies have been deposited at the Atlanta Historical Society.

25. Interview with John H. Zaring, Jr.

26. See John L. Hutchinson, *Principles of Recreation* (New York: A.S. Barnes and Co., 1949); Foster Rhea Dulles, *A History of Recreation: America Learns To Play* (New York: Meredith Publishing Co., 1965); and Jesse Frederick Steiner, *Americans at Play* (New York: Arno Press Inc., 1970).

27. Peter J. Schmitt, *Back to Nature: The Arcadian Myth in Urban America* (New York: Oxford University Press, 1969), pp. vii, xvii.

28. Isobel Cosgrove and Richard Jackson, *The Geography of Recreation and Leisure* (London: Hutchinson & Co., 1972), pp. 10-11.

29. Schmitt, *Back to Nature*, pp. ix-x.

30. Interview with John H. Zaring, Jr.

31. McCallie, *Mineral Springs*, p. 48.

32. Stock Certificate, Cascade Mutual Utilities Corporation, John Zaring, November 1920, in possession of author; agreement between Cascade Mutual Utilities and the Georgia Railway and Electric Company, February 12, 1925, Fulton County, Deed Book 881, p. 239.

33. Incorporation charter, "Cascade Spring Company," September 15, 1924, in possession of author. Zaring did conduct experiments to produce a ginger ale, but it was never put into production.

34. Howard L. Preston, *Automobile Age Atlanta: The Making of a Southern Metropolis 1900-1935* (Athens: University of Georgia Press, 1979), p. 16.

35. Interview with John H. Zaring, Jr.

36. Garrett, *Atlanta and Environs*, 2, pp. 296-99.

37. Interview with John H. Zaring, Jr.

38. Douglas L. Fleming, "Atlanta, the Depression, and the New Deal" (Ph.D. diss., Emory University, 1984), pp. 240-43, 250, 268-69.

39. Fulton County, Deed book 1101, p. 451; interview with John H. Zaring, Jr.

40. Letter in possession of author.

41. Interview with John H. Zaring, Jr.

42. Letter of agreement between John H. Zaring, Sr., and John H. Zaring, Jr., 1953.

43. Cascade Neighborhood Association, *Cascade Forest Neighborhood Comprehensive Plan one-five-fifteen year* (Atlanta; n.p., 1975), pp. 9-10; Wilson Smith, *A Comprehensive Planning Data Report Concerning the Harbin Road-Cascade Road Properties* (Atlanta; n.p., 1976), p. 25.

44. *Atlanta Constitution*, March 23, 1987.