



Howell McKinney and Harry Griffin, of Blue Ridge, Ga., with two Muskies.

# BLUE RIDGE GEORGIA

## The Switzerland of the South

### Fourteen Reasons Why You Should Vacation in Blue Ridge

—1— Located on the summit of the Blue Ridge Mountains.

—2— Highest railroad point in Georgia.

—3— Elevation 1800 feet above sea level; mountains range to 4100 feet; most healthful altitude for sports and recuperation according to medical authorities.

—4— Temperature comparable to finest resorts in America.

April, May, June, July, August, September

Mean High 82 degrees F  
Mean low 53 degrees F  
Average 70 degrees F

U. S. Weather Statistics Figures

—5— Largest Earth Dam in America with approximately 100 miles shore line, affording swimming, boating, and the finest lake fishing in the southeast. Only lake South of the Great Lakes where the Muskellunge fish are caught.

—6— Chattahoochee National Forest surrounds lake, cool mountain streams in forest stocked with Rainbow, Speckled trout and bass.

—7— Federal Game Refuge at headwaters of lake; deer in large numbers, bear and other game animals, fish, and wild turkeys are being raised and protected for future use.

—8— Beautiful mountain roads, and trails for motoring, riding and hiking.

—9— Nine hole golf course, double tennis courts, theater.

—10— Paved highways from all points, L. & N. railway service, bus service on fast schedules. Approximately 100 miles North of Atlanta.

—11— Three hotels, attractive tourist homes, modern tourist cabins and trailer camps on lake shore.

—12— Numerous stores, restaurants, and guide headquarters, where supplies and necessities are reasonably priced.

—13— Three Churches, Civic Club, fine medical facilities.

—14— Desirable cabin or camp sites available for rent or purchase on lake shore or nearby.

One visit will convince you and your family that a summer vacation in Blue Ridge will make up for that often dreamed-of trip to Switzerland.



"Red" Breeden, Blue Ridge guide, and a morning's catch.

**CITY GROCERY CO.**  
FANCY CAMPERS'  
GROCERIES  
WESTERN MEATS

**BUS STATION CAFE**  
Regular Meals

LIVE BAIT AND TACKLE  
BOATS, MOTORS AND  
GUIDES

Night Phone 49

**ANDY BEAM**

**LAKEVIEW TOURIST  
CAMP**

On Lake Blue Ridge

Modern, Comfortable Cabins

Meals and Drinks

Boats and Motors

Reasonable rates by day or week

**J. Harry Griffin**

Proprietor

Frank Ellis and string of large and small mouth bass, bream and coifish.

Good boats, motors and guides available at all times.

Beautiful primitive mountain scenery.

Hotel or Camp lodgings reasonable.



Food good and above the average.

Trout in the surrounding mountain streams.

Entertainment of every kind.

Citizens friendly and cooperative. Trade with the advertisers on this page.

"Mac" "Red"  
MCKINNEY & BREEDEN  
**LAKE BLUE RIDGE  
—GUIDES—**

**BOATS and MOTORS**

Fish with Men Who Know  
Where the Game Fish Are  
Reasonable and Reliable

**TEXAS TOURIST  
CAMP No. 2**

Holland Air Conditioned Rooms

Fish, Chicken and Steak  
Dinners

Boats, Motors and Guides  
Information

**F. D. & E. C. KNIGHT**  
Proprietors

**BLUE RIDGE  
KIWANIS CLUB**

**H. M. MORRIS**  
(President)

Write for any information on  
Lake Blue Ridge

**BRADFORD'S**  
5 and 10c Stores

Notions  
Candies  
Tennis Shoes  
Souvenirs  
Cosmetics  
Tin and Aluminum Ware  
Dishes  
Socks  
Underwear  
Hundreds of Other Items  
**BLUE RIDGE & ELLIJAY**

**BLUE RIDGE HOTEL**

AMERICAN PLAN—STEAM HEAT  
Hot and Cold Water—Every Room  
Excellent Food

Fried Chicken Dinners our  
Specialty

**Mr. and Mrs. Gartrell**  
Proprietor and Manager

**KESSLER'S CAFE**

Where Hunters and Fishermen  
Meet

Formerly  
"Guides Headquarters"  
Fisherman's Breakfast Our  
Specialty

Minnows and Other Live Bait Always  
on Hand  
Hunting and Fishing Licenses  
Information

**H. C. KESSLER** Owner  
Weigh and Register Your Muskies Here  
for Prize Offered by This Magazine

This piece of Blue Ridge advertising was published in a 1939 "Bullet and Creel" magazine and was possibly used as a place mat ad in one of the many cafes in Blue Ridge. Featured in the photos are: Howell McKinney and Harry Griffin (left); Frank Ellis (middle) and "Red" Breeden (right). Muskies were in abundance as well as big and small-mouth Bass, Bream and Walleye Pike. The tag line, "The Switzerland of the South," reflects the sentiments of tourists and business people as far back as May, 1939, the date at the top of this "ad." Please note that the 14 reasons to vacation