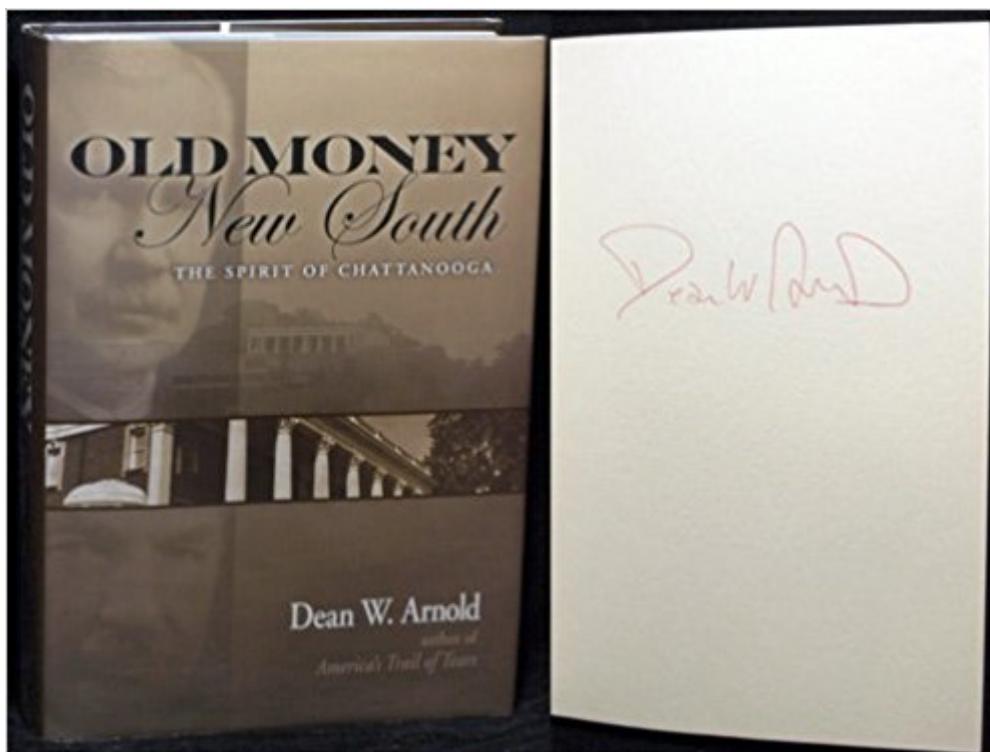


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Old Money, New South: The Spirit Of Chattanooga



Synopsis

John T. Lupton, the godfather of Coca-Cola bottling, and Harry Scott Probasco, founder of the "Coca-Cola bank," guided Chattanooga, Tennessee, with a quiet but powerful hand for decades. Generations later, the names Lupton and Probasco-and a handful of intermarried families-continue to form a controversial web of leadership for the city. This strategic crossroads through the mountains is the scene of ancient warpaths, the launching of the Trail of Tears, the greatest two-day battle in American history, and the founding of the world's most popular product. From its religious and progressive tension to its cryptic, indigenous name, Chattanooga proves to be an enigma at every turn.

Book Information

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Customer Reviews

U.S. Senator Bob Corker (now chairman of the Senate Foreign Relations Committee) says, "Dean Arnold has a unique way of capturing the essence of an issue and communicating it through his clear but compelling style of writing." That endorsement highlighted Arnold's book "America's Trail of Tears," 1st Runner-up of the Eric Hoffer Legacy Award. Newsweek Editor and Pulitzer prize-winning author Jon Meacham said Arnold's book "Old Money, New South" was "well worth reading." The book traces the billionaire families of Coca-Cola bottling and their 100-year reign over the city where Coke bottling started, Chattanooga, Tennessee. Arnold's movie script "The Wizard and the Lion" on the dynamic relationship between authors J.R.R. Tolkien (The Lord of the Rings) and C.S. Lewis (The Chronicles of Narnia) was endorsed by the Oxford C.S. Lewis Society. His full feature documentary "Harriet's Secret: a progressive marriage in the 1890s" premiered at the Chattanooga IMAX Theater October, 2014. First a writer, Arnold is part

documentarian, part theologian and philosopher, and part artist--and hopes not to be just a part Christian. "I keep vacillating between creative projects and expose's," he said. "I've found my voice as a writer, but my subject is still a moving target."

Dean Arnold has written the new standard on Chattanooga history. Chattanooga has an interesting history as it has been at the center of several key events in our nation's history: The Trail of Tears, the turning point of the Civil War, the beginning of the end of Christian missions to the American Indians. Chattanooga is arguably the most religious city in the United States with a great deal of philanthropy and Christian organizations. It is also a city that often runs like a small town because of the small number of extremely prominent, and surprisingly beneficent, families which have controlled much of the city's direction. Arnold has produced a beautifully lavish book with many photos and illustrations (pity there's no picture yet, this is a nice cloth book). It's a fun read if you are interested in what Chattanooga is all about and how it got there. If you want to know Chattanooga, buy this book.

This book covers so many facets of Chattanooga's history; the native americans, and the the explorers, and families that settled the area now called Chattanooga. The author interviewed many of the prominent figures of Chattanooga. Not just the wealthy families and old timers but also those that influence and contribute to the present-day politics and culture. You don't have to be a Chattanoogan to enjoy the contents of this book. The author's style takes a bit of getting used to. He includes his experiences along his journey for knowledge, not just an account of the facts and history. So the book could have been condensed a bit and made it a shorter read but that would have left out his coincidental meetings with local Chattanoogans, which can be fascinating at times.

I was looking forward to reading this book about Chattanooga and its' "gentry" but was terribly disappointed. Between misspelled words, repetitive text (I honestly think he used copy and paste on several paragraphs in different chapters) and the most confusing organization imaginable, it was a real let-down. He spent several pages on street preachers, but not one word about magnet schools. Touting the "Big Three" private schools took up a lot of space, (including extensive reporting on cancelling a football game to prevent graffiti, which I don't get) but the only reference to the Public Education Foundation and Steve Prigozy was simply that they existed. Not to cover the conception, growth and success of the many magnet schools which have changed the face and quality of public education in Chattanooga is a disgrace. Besides whining that he did not get an interview with Jack

Lupton, the only thing of substance the author shared was that the founders of our fair city were Presbyterian. The chapter on the history of the name of the town was confusing and inconclusive. What tripe! This was a promising effort, but a dismal failure. Don't bother to buy this book. If you absolutely have to read it, get it from the library and donate the money you would have spent on it to support our local lending institutions

Sure the author is a narcissist, taking long tangents to discuss his courage for writing this book, or often citing himself as proof for various claims. Yet for those interested in the history of Chattanooga and in particular how the present has been determined by the past, well, there's no more compelling read on the subject. It's downright scandalous at times, as if you'd discovered the private diary of the City.

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