Walking Tour Book

The 1886 Crescent Hotel
Eureka Springs, Arkansas

Celebrating 125 Years as Arkansas' Symbol of Hospitality

Historic Hotels of America
NATIONAL TRUST FOR HISTORIC PRESERVATION®
The History

The history of the Crescent Hotel is the history of Eureka Springs. The reason both exist is because of the water. More than 60 springs which bubbled up “healing water” in and around Eureka’s downtown area were visited by thousands of tourists in the late 19th century. Midwest businessmen, many who were in the railroad business, saw an opportunity to cater to a high-end clientele as well as filling railroad seats. That opportunity: build a luxury hotel that would overlook the water-rich valley below. In 1884 the construction of that “opportunity” began.

Carving and assembling 18-inch thick blocks of limestone from a White River quarry just 10 miles from the construction site was the job of Irish stonemasons. These artisans were brought over to the United States for the sole purpose of building the hotel owned by the tycoon conglomerate known as The Eureka Springs Improvement Company headed up by Powell Clayton, who served as Governor of Arkansas, United States Senator, and U.S. Ambassador to Mexico. Following nearly two years of construction, The Crescent Hotel, named after the mountaintop upon which it sat, was completed.

On May 20, 1886 the doors of this glamorous hotel swung open and a Grand Opening gala was held in what is now the Crystal Dining Room. Hundreds of gaily dressed guests danced across the hardwood floors to the strains of a live orchestra pausing only to sip on fine wine and nosh on such delectable treats as Crab Lorenzo, a dish still on the Crystal Dining Room’s menu today.

One of the most prestigious guests at that opening was James G. Blaine, former U.S. Congressman, U.S. Senator, Secretary of State, and a candidate for president in 1884 losing in a close race to Grover Cleveland. Other dignitaries, accompanied by their highly-festooned spouses, included State Supreme Court justices, United States federal magistrates and judges, Arkansas constitutional officers and numerous high-ranking military men.

Seizing on the ever-growing popularity of Eureka Springs’ “healing waters,” the hotel was purchased by the Frisco Railroad in 1905 to serve their customers while building train ridership, specifically from the Chicago and St. Louis areas. This proved successful for a few years.

However, when annual off-seasons saw a decline in hotel occupancy, the hotel was opened to co-eds. In 1908, the Crescent College & Conservatory for Young Women opened for “fine young ladies” and those with athletic prowess born out by the frequent championship teams this small college put on the court.

Due to tough economic times brought on by the Great Depression, the college closed in 1934 and the hotel only opened during the summer months. Three years later the Crescent’s doors reopened for an alternate use, marking one of the most colorful eras in the hotel’s history.

In 1937 a charlatan who allowed himself to be called “doctor” purchased the Crescent Hotel and converted it to Baker’s Cancer Curing Hospital. People came from all over the country in a belief that Norman Baker and his mystical combination of fresh air, good food, exercise and an elixir that consisted mainly of alcohol and watermelon by-products could cure them of their dreaded disease. Many came. Many were treated. Many died. And many are said to still roam the halls… but that’s another story.

Baker’s female friend began running the building as a hotel in 1940 after Baker was arrested and sentenced to four years in Leavenworth Federal Prison. The hotel was sold to and renovated by Chicago businessmen in 1946.

Despite having its entire roofline destroyed by an early morning fire in 1967, followed by numerous owners and financial hard-times, the Crescent Hotel operated as a vacation, wedding and honeymoon destination for the next nearly half-century. In 1997 “The Grand Ol’ Lady of The Ozarks” saw its true renaissance.

It is said that since Marty and Elise Roenigk purchased the hotel on May 5, 1997 more positive change has taken place at The Crescent than ever before. The Roenigks dedicated themselves to restoring the 1886 grandeur of this 111-year-old hotel. This redevelopment has positioned the hotel in high national stature as it has been accepted as a proud member of Historic Hotels of America.

The Roenigks’ dedication has seen the addition of the New Moon Spa, Dr. Baker’s Bistro & Sky Bar, the East Lawn wedding venue, the Conservatory, Cottages At Crescent Park, Annex Suites, the development of the surrounding formal gardens, plus the near total renovation and upgrading of all sleeping rooms. In 2011, The 1886 Crescent Hotel & Spa celebrates its quasquicentennial (125th anniversary). It also marks 14 years of ever-flowing prosperity, apropos for a hotel that was built because of water.
Dr. Norman Baker

Norman Baker was born on November 27, 1882, in Muscatine, Iowa. In 1898 at the age of sixteen Norman quit high school to take a job as a machinist. Then one night Norman saw a “mental suggestion” magic show by a performer named “Professor Flint.” Norman was captivated by Flint’s abilities and resolved to start a similar show of his own.

After a few false starts Norman got his performance troupe off the ground in 1904. The star of his show was a mind reader with the stage name “Madame Pearl Tangley”. The show was a hit and found an audience on the vaudeville circuit. According to Norman’s biography the show drew 300 patrons per week. In 1909 the original Madame Tangley decided to quit the troupe. A college girl named Theresa Pinder replaced her, and a year later Norman and Theresa married.

While tinkering in his brother’s machine shop that summer, Norman came up with an innovation for a new kind of organ called the Air Calliaphone. It was played with air, rather than steam, making it much more efficient. He sold the first one for $500 dollars (just under $10,000 in today’s money). He made two more and sold them immediately.

Suddenly the “amusement” business didn’t seem so attractive anymore. He decided to quit altogether and manufacture his new invention. It soon made him a wealthy man.

1915 was a year of big change for Baker. He quit the theatre business, divorced his wife, and became a full time manufacturer. At its height this business pulled in $200,000 a year.

Norman became aware of a Dr. Charles Ozias, who was operating a cancer sanitarium out of Kansas City. Norman claimed that in the interest of the public good, he wished to investigate whether or not this Dr. Ozias cure worked. Over the KTNT airwaves he called for five volunteers to be treated in Kansas City, with Norman footing the bill. He soon had his five volunteers and sent them to Ozias for treatment for several months in the spring and summer of 1929.

Norman planned to publish an article in the December 1929 issue of his new magazine “TNT” that related his findings. He asserted that using aluminum products, especially aluminum cooking utensils, caused cancer. He warned that cancer was not curable through operation, radium and x-ray. His new cure used none of these. He referred to surgeons as “cutters”. Norman’s cure was non-surgical, a series of injections that would eat the cancer without harming the surrounding tissue. The public could now rest easy that there was someone who could cure cancer without carving them up.

He acquired the cure from Ozias in January of 1930 and opened the Baker Institute in Muscatine. The formula was a solution containing glycerin, carbolic acid, and alcohol, which were mixed with tea brewed from watermelon seed, brown corn silk, and cloverleaves.

In the calendar year of 1930 Norman made over $444,000 from cancer sufferers alone, roughly the equivalent of 4.8 million dollars today.

Beginning in 1931 things began to unravel for Norman. The AMA actively lobbied the Federal Radio Commission to revoke Baker’s radio license. In May of 1931 they officially refused to renew his license and forced him from the air.

Norman’s suit against the AMA was ruled against him and his reputation took a beating. A steady stream of relatives and former patients testified in court and recounted Norman’s sins in public.

The final blow was an arrest warrant issued against him for practicing medicine without a license. Norman fled to Nuevo Laredo, Mexico to build a new 100,000-watt radio station that would be out of the legal reach of the Federal Radio Commission.

Norman remained in Mexico until 1937, broadcasting from his station and trying to influence from a distance. He even ran a small cancer hospital there. But he grew restless.

He returned to Muscatine, pleaded guilty and served a one-day sentence for practicing medicine without a license. After an unsuccessful bid for Iowa’s senate seat, Norman left Muscatine for good.

Having been run out of his home state, Norman moved to Arkansas, this time to the Ozarks and the town of Eureka Springs. There he bought a majestic Victorian hotel that had fallen on hard times. The Crescent Hotel sat on a hill 2,000 feet above sea level overlooking the town nestled below. He called it a “Castle in the Air” and made it the new location of the Baker Hospital.

Norman picked up where he had left off in Iowa, running the same medical scams in the Ozarks that had made him hundreds of thousands of dollars in Iowa. According to one US Postal Inspector, Norman was pulling in $500,000 a year in Eureka Springs.

For two years he thrived but the clock was ticking on Norman. He was now a marked man by federal authorities. They quietly investigated him and in 1939 they closed in. After ten years of being hounded by the authorities and the AMA, all it took to bring Baker down was seven letters placed in the United States mail advertising his services. Norman Baker was arrested by federal authorities and charged with using the mails to defraud.

The trial was held in January of 1940 in Little Rock and Norman was found guilty on all seven counts. He appealed the decision, but was denied. The opinion handed down by the court of appeals said that Norman’s cancer cure was “pure hoax”.

In January of 1940 Norman arrived at Leavenworth Federal Penitentiary to serve a four-year sentence. One investigator wrote, “Our investigation indicates that Baker and his associates defrauded cancer sufferers out of approximately $4,000,000. Our investigation further shows that a great majority of the people who were actually suffering with cancer who took the treatment lived but a short while after returning to their homes from the hospital. We believe that the treatment hastened the death of the sufferers in most cases. It appears to us that the sentence of four years which Baker received and the fine of $4000 was an extremely light penalty under the circumstances.” He was no longer Norman Baker, millionaire businessman, and cancer maverick. Now he was simply known as inmate 58197.
At The Crescent Hotel, Some Guests Check Out But Never Leave

(EUREKA SPRINGS, AR) – As the 1886 Crescent Hotel, a spa resort located here atop an Arkansas Ozark mountaintop, nears its 125th anniversary it seems as though the paranormal activity and that activity’s fame is growing exponentially. The latest exposure of the hotel’s “guests who checked out but never left” came on the Biography Channel’s “My Ghost Story” which recently aired nationwide.

The episode, which included interviews with Jack Moyer, the Crescent’s vice-president of operations and development, outlined stories such as tales from Michael’s room, Room 218; the lady in the Victorian gown captured on the television screen in an Annex Suite, Room 3500; and the guest who captured an apparition in the entrance of the hotel’s “morgue” as she and some lady friends were leaving during one of the hotel’s nightly ghost tours. One new and bizarre story occurred during the taping of the show.

There is such an abundance of paranormal reporting, this Historic Hotel of America has a dedicated web site dealing solely with these tales of the unexplainable: americasmochauntedhotel.com.

“Ghosts and the paranormal have grown so we have tried to compartmentalize this aspect of our hotel on its own website,” said Moyer. “Our hotel is as well known for weddings, family vacations, spa getaways and great dining as it is encounters with those from another plane. It’s just that ghosts are so much more sensational.”

“It is also impossible for us to tell one of our stories without having to go into quite a bit of detail as to the back story,” noted Bill Ott, the hotel’s director of marketing and communication. “For example, not many hotels have a ‘morgue’. So when we mention, for example, that the image of a ghost was digitally captured in the doorway of the morgue, it must be explained that our hotel was once owned by a charlatan who operated the Crescent as a cancer curing hospital. When we mention ‘Michael’s Room’ we must explain that Michael was one of the Irish stonemason emigrants who was brought to America to build this hotel and fell to his death in the footprint of room 218. And the list goes on.

“It is our eclectic 125-year history that makes us probably one of the world’s unique hotels.”

But it was during the taping of the “My Ghost Story” episode that the hotel’s newest, and perhaps most bizarre story was witnessed and captured on video. Ott explained, “Noted paranormal investigator Barry Conrad of California was filming the episode’s on-site footage. I joined him and his assistant as they took our nightly ghost tour. During that tour while we were down in the morgue, Barry noticed an orb streak across his viewfinder. Recognizing this as paranormal activity he asked if the three of us could return to the morgue once the tour had concluded. We did.

“It was during that late return visit to the area which is also used by our hotel’s maintenance staff, when Barry asked the spirit whom he felt was present to give us some kind of sign following Barry’s signal, three knocks on an interior door.

“Hanging on the wall was a piece of steel plate about three-eighths of an inch thick, four inches wide and about seven feet in length that is used by the hotel’s maintenance crew and is suspended high on the wall by one nail. As soon as the third knock of ‘the signal’ was heard, this piece of steel began to swing like a pendulum in about a 12-inch arc.

“Being the consummate realist, I tried to make sure that no vibration, nor breeze, nor any other physical cause could be generating this swinging motion. There was none. To further defy laws of physics, this pendulum continued its motion for more than an hour until I touched it accidentally. It failed to swing again once stopped. Truly an unexplainable occurrence.”

As a result of the increased interest in the Crescent’s paranormal reputation, the hotel now conducts several ghost tours nightly. Also, this October a freelance writer and co-founder of a paranormal research group have scheduled a “sleepover” in the hotel’s morgue to record and then report her findings.
Then

Now
The Tour – iPod

<START: Hotel Lobby> An iPod tour of the 1886 Crescent Hotel & Spa is unique in its very concept: touring a 19th century architectural wonder aided by 21st century technology. Back in 1886 the Crescent Hotel raised as many eyebrows as the mp3 player did when it was introduced. Both were the result of visionaries making their dreams come true with a desire to make more money.

The Crescent was the idea of a group of railroad tycoons, the Eureka Springs Improvement Company, who wanted to sell more seats on their trains to this mecca of clean air, green hills, and healing waters. They chose a prize piece of real estate: the top of Crescent Mountain, named due to its crescent shape and the highest point in Carroll County. Soon thereafter, the construction began under the watchful eye of architect Isaac Taylor and ESIC exec Powell Clayton, who later went on to be an Arkansas Governor, U.S. Senator and Ambassador to Mexico.

On May 20, 1886, following nearly two years of construction, the Crescent Hotel opened its doors to the traveling elite. The $294,000 invested netted the proud owners a moniker for their new property as “the finest hotel west of the Mississippi”.

<STOP: Back Doors of Lobby> The doors that opened to welcome those first guests are on the east side of the hotel, what most consider today as the back doors of the hotel. <EXIT: To Back Veranda> Standing on the back veranda it is easy to envision the multi-passenger tally-ho wagons transporting America’s Elite from the train station on Main Street, up Crescent Drive, <LOOK: Down and To Right> unloading them at the bottom of the stairway that ascends to the East Lawn. Hotel staff would welcome these guests oftentimes with a garden party, a much-needed respite for these weary travelers.

And anytime you step outside the Crescent you get a feel for the craftsmanship of those Irish stone masons who not only mined the limestone from a quarry about 10 miles from the hotel -quarry that still exists today near the White River- <TOUCH: Exterior Wall> but also stacked these huge, 18-inch thick, well-shaped stone building blocks some four stories high to create this magnificent structure surrounded by 150 acres of pristine woodlands.

<LOOK/WALK AROUND: Surrounding Grounds> The land immediately surrounding the hotel was developed for the added pleasure of those early guests. Exclusive offerings such as a tennis court, ball grounds, a swimming pool, shuffleboard court, a riding stable with bridle paths and sculptured gardens were just a few of the amenities.

<REENTER: Hotel Lobby> Inside was a wonderland as well. Modern amenities like steam heat, hydraulic elevator, Edison lamps, electric bells, duckpin bowling alley and spring water pumped up the hill into a building that was considered “fireproof”.

<STOP: Crystal Dining Room Restaurant> For the guests dining pleasure, the Crystal Dining Room prepared the full array of daily meals, many featuring locally grown produce and livestock, a concept that is still practiced today. This huge room with its exquisite chandeliers was also used for galas, another activity repeated to this day.

<START: Front Desk> Some of the glorious aspects of the Crescent that those first guests saw, utilized, and stood before still exist today. Take for example the fireplace and lobby, the front desk and the clock that looks down upon it are just a few of those “originals” that still are in operation today... although the works of the clock have been modernized.

<STOP: Lobby Photo of Cat> All guests of the hotel have not been two-legged. The Crescent has been “pet friendly” for decades. In fact, one four-legged guest liked the hotel so much he stayed. Morris, the hotel cat, resided here for 21 years. And following his demise, a large gathering of local residents attended his funeral as he was interred just below the East Veranda of the hotel. <VISIT: Garden below Back Veranda> A headstone marks the location. His photo and memorial poem hang in the lobby.

<STOP: Lobby Fireplace> Another “creature” to adorn the lobby is the “bat owl”. Its likeness is carved just above the mouth of the fireplace. The “bat owl” is a combo-symbol bringing together good luck, happiness and wisdom. The good luck reversed itself in 1967 when a well-meaning bellman began burning corrugated boxes in that fireplace. Glowing remnants of those boxes escaped through the chimney landing on the hotel roof.

Once the flames were extinguished, the entire center of the top floor of the hotel had been destroyed. But good luck prevailed when that portion of the hotel was recreated when Marty and Elise Roenigk purchased The Crescent in 1997.

<STOP: Orchestrian (looks like piano)> The Roenigks brought something else to the hotel, key pieces of their mechanical music collection. Two of these can be seen in the hotel lobby. The piano looking device is an orchestrian. <STOP: (looks like organ pipes)> The other large organ looking device to the left also plays music mechanically.

<STOP: Sculpture near Back Doors> One other lobby notable is the sculpture of Michael located near the back door. This is an artist’s interpretation and homage to perhaps the hotel’s most famous paranormal “guest”, Michael. He is said to be the Irish stonemason who, during hotel construction, fell to his death in the footprint of what is now Room 218.

<STOP: “Crescent College” Conservatory> Another recreated architectural asset of The Crescent is just off the lobby on the south end. The Crescent College for Young Women and Conservatory, built in 2001, commemorates not only the original conservatory that was destroyed by a falling hotel chimney in the fire of 1967 but also the college that occupied the hotel during the off-season from 1908 to 1934.

<DESCEND: Lobby Stairs> Beneath the Conservatory in the hotel’s Garden Level is the New Moon Spa and Salon. Space once used for illegal poker games is now one of the largest spas in The Ozarks. Seven thousand square feet where the slogan “treat yourself well” is a promise not just a slogan.

<ASCEND: Lobby Stairs> Ascending to the hotel’s fourth floor in the elevator affords you a glimpse of days gone by. The group photo taken on the then front steps of the hotel has the mustached William Jennings Bryan in its center. The talking pictures photograph shows one way Norman Baker entertained his patients during the days he ran the hotel as Baker’s Cancer Curing Hospital in the late-1930s.

<STOP: Faculty Lounge> Once on the top floor, two rooms are dedicated to the hotel’s past. The Faculty Lounge is reminiscent of the place where the teachers of the girls’ college would gather, relax and be themselves. This room now houses the hotel’s history cases filled with interesting memorabilia. Across the hall is Dr. Baker’s Bistro and Sky Bar.

<STOP: Dr. Baker’s Bistro> The bistro’s décor reminds one of the colors and patterns that the charlatan “Doctor” Baker used during his brief ownership of the property. <STOP: Outside Balcony> The adjacent Sky Bar offers the most breathtaking view of the Ozark hills and valley below in Carroll County. It also allows guests to see the 67-foot Christ of The Ozarks statue in a unique perspective. <DESCEND: To Lobby>

From the Sky Bar down to the New Moon Spa and Salon, The Crescent Hotel has been creating lifetime memories for those on a family vacation, celebrating a wedding event, or simply enjoying a getaway since 1886. Every indication is that, thanks to a concerted effort, this irreplaceable asset will be protected for centuries to come... just the way those 19th century visionaries dreamed it.

<STOP: Lobby’s Concierge Desk For More Information>
**THE ROENIGK LEGACY: Solid and Everlasting**

Time will show that one of the greatest eras in the history of the 1886 Crescent Hotel and its sister hotel, the 1905 Basin Park Hotel began in 1997 when a couple with Midwest roots moved here from Connecticut and purchased both hotels. Although both Marty and Elise Roenigk were already noted preservationists, they were simply looking for a place for “semi-retirement,” a place they could call home, a place with interesting people, enjoyable activities and a place where they could make a community-wide contribution. The purchase of these two National Register structures in this quaint village of Eureka Springs seemed to fit.

Neither appreciated at the time what an enormous challenge it would be to initially restore both hotels and then keep them in perpetual “guest-accommodating” operation. And since these two business-savvy, well-traveled individuals had only been exposed to the lodging industry as guests, they knew they would have to surround themselves with friendly, hard-working, hospitality industry professionals who shared their dream and their love of these two hotels to make their hotels a viable, sustainable business.

And they did just that. Their credo of “protecting the irreplaceable” has been accompanied by a steady increase in business year after year after year. “The reason is simple,” stated Marty when he put his stamp on preservation by furthering the concept of historic sustainability. “Restoration is common but you must pair quality product with an effective business plan to gain a sustainable preservation initiative.”

But their dedication to the Eureka Springs community did not stop with the two hotels. The Roenigks have been champions of redevelopment of Eureka Springs’ 63 springs, those that “created” this Ozark village; the total refurbishing of the city’s 1929 municipal auditorium; the growth of the local public library; and numerous visual and performing arts entities such as Eureka Springs School of the Arts, Main Stage Creative Community Center, and Writers’ Colony at Dairy Hollow.

True to “protecting the irreplaceable,” the Roenigks purchased 1,200 prime, pristine acres of land near the Buffalo National River then signed the property over to the Nature Conservancy; purchased and refurbished Eureka Springs’ 1901 Gavioli Chapel; and purchased and developed the historic gem War Eagle Mill, a working, water-powered grist mill still in operation today.

Although Marty Roenigk died in an automobile accident in 2009, the Roenigk legacy continues under the watchful eye and caring heart of Elise. Together they are best described as they were in a 2002 gubernatorial proclamation honoring the two as “true preservationists, friends of Arkansas tourism, stalwarts of private enterprise and the epitome of philanthropy.”

The Roenigk legacy is as solid today as the limestone that surrounds the 1886 Crescent Hotel & Spa... and it will last just as long.
Crescent Hotel Opens Today

With the opening of the grandiose Crescent Hotel, Eureka Springs entered a new and exciting era. Notables from afar are arriving (No. 4 left Seligman with two extra cars) in our city, and many others will follow. The Crescent, built by the Eureka Springs Improvement Company and the Frisco Railroad, is America's most luxurious resort hotel. Featuring large rooms, comfortably furnished, the Crescent offers a visit to the long-sought and truly beautiful Eureka Springs.

James G. Blaine Arrives Today

The Honorable James G. Blaine arrived on No. 2 from Seligman yesterday. Leaders of the Eureka Springs Railroad predict a period of boom growth for the town, and the opening of the Crescent Hotel marked the beginning of a new era. Two extra cars were added to yesterday's No. 4 run and an extra section was added following No. 2 this morning. It is stated that the real estate business was running almost double that of sixty days ago. The railroad predicts a boom in the future for the summer months.

America's Newest and Most Luxurious Hotel Built at A Cost of $294,000.00

It was two years ago that Powell Clayton and his associates chose the site of the new Crescent Hotel. Today, twenty-one years at the north end of West Mountain, a majestic location overlooking the valley. The commissioning of Isaac Taylor as architect was announced and construction commenced. Seldom has such a formidable construction undertaking been accomplished with such efficiency. Special wagons were constructed to transport the huge pieces of mahogany from the quarry on the White River near the construction site. The magnificent structure was then furnished in the most exquisite manner. It is lighted with Edison lamps, heated with steam and open grates, has a hydraulic elevator, and is truly a showplace of today's conveniences.