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THE CONCORD DAILY TRIBUNE

Thursday, March 25,



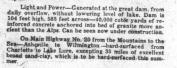
of Lake Lure Village already

Unduplicated Features of the Resort of First Magnitude of the Land of the Sky

st "esort Lake-shaped like a starfish, w ys for motorboats as long as four miles or for regating and starfish and shab brow sches of natural sand-casinos and brow -facilities for every aquitic sport-border tiful shore line boulevard, forty miles long.

neutrul anore une boulevard, forty miles long. Finest Montains Scency-Lake Lure Valley is bor-fed by the beautiful Chimmey Rock Mountains, narrow-into Hickory Nut Gap, where the new paved Pair-Wilchway, 26 miles to Ashevflle, winds its curving abounding in a variety of glorious scenic views-ed Chimmey Rock, ascended last year by 60,000 per-ed Chimmey Rock, ascended last year by 60,000 per-ed Chimmey Rock, ascended last year by 60,000 per-de Chimmey Rock, ascended tast year by 60,000 per ed Chimmey Rock, ascended tast year by 60,000 per period tast of the scenario of the second scenario of the second Bottomiles Pooles-a succession of baset's and the second scenario of the second

Pools—a succession of beautiful cascades a mile down the ravine of Pool Creek nooth-worn glacial "pots" of unknown



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This TRIANGLE is the CENTER of Real Estate Activity in WESTERN go NORTH CAROLINA

Activities in Western North Carolina have already attracted nation-wide attention. Men and money are coming in from everywhere, every day. Many hotels that were never full in February have been turning people away. The spring and summer in-vasion from Florida and other points South will be unprecedented. The vanguard has already come. Real estate transfers in Buncombe, Henderson and Rutherford counties, breaking old records every week, define the Asheville-Hendersonville-Lake Lure triangle as the central market of Western North Carolina.

Buyers Demand Water

While new development projects are being announced every day, Lake Lure is and will remain the one resort of first magnitude-largest-most comprehensive in scope-best financed and nearest to completion. As Coral Gables compares with the developments of Florida, so will Lake Lure continue to rank first among devel-opments in the Land of the Sky. The investor has shown a preference for water, and Lake Lure, with 40 miles of shores, will have the only considerable water area. And so the greatest sales of resort real estate of 1926 will occur at Lake Lure.

Lake Will Appear This Fall

So far, Lake Lure can be traced only by its water line — definitely marked by the completed clearing away of trees and shrubs. The great dam is to be completed in the fall. Water will be accumulated by late summer. But Lake Lure Business Center is plotted, and its first hotel, the Isothermal, is under construction. Contracts have been let for community buildings. Three beautiful concrete arch highway bridges are being built. The new State Highway No. 20, along higher levels, will soon be completely graded. The first golf course has been started.

Luremont section, bordering Lake Lure Business Center, will shortly be mapped. An army of surveyors is on the job.

You can soon select your lot.

Parlor car motor coaches are being constructed. Before summer, they will be bring-ing daily loads of tourists to Lake Lure Business Center, Bottomless Pools, Luremont Section and Chimney Rock.

Well Groomed Man of Today Must Own Six Pairs of Shoes

cp

Chimney Rock Mountains, Inc. CHIMNEY ROCK, N.C.

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Send coupon for view book of Lake Lure, showing Lake Lure Business Center and Lure-

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and free to any

ngland, Holland, Belgium and France are the popular countries for collegiate tours during the summer of 1926, and the St. Law-

"'Rah!'Rah!" Collegians Planning to Invade Europe

To Call Upon England, Holland, Belgium and Fra

for



for collegiate tours during the summer of 1926, and the St Law-increase route seems to be the poou-lar short route for many students. The idea of being able to cross the occasm and get back home again at the price usually paid for one way, seems to be the necessar-ry inducement to college people, and, according to the Art Cratis ing these tours in connection with the Canadian Pacific, bookings are much ahead of last year. Mo one should attempt to see Europae without a background of England. The experienced iravel-lers arranging the collegiate tours realize this, and plan a week visit of rural England, and London London, so full of interest histor-ically and with many noks and crannies filled with the ghosts of famous literary personages! Tranee comes next to England in zonularity with college folks. The idea of the autorise to the source and the collegiate to the further the ghosts of famous literary personages? Tranee comes next to England in zonularity with college folks. The idea of the autorise and the autorise in the source and extensive motor in data data and London. The the source and the collegiate to the further the source and the collegiate to the theore and the collegiate to the source and extensive motor in the theore and the collegiate to the source and extensive motor the through Belleau Wood, of the theore and the stansive motor the through Belleau Wood, of the theore and the autorise. The idea of the collegiate to the stansive motor the collegiate to the stansive motor the the stansive motor the through Belleau Wood, of the the stansive motor the the idea of the adding the stansive motor the theore and the stansive motor the the idea of the adding the stansive motor the theore and the stansive motor the the stans the theore and the stansive moto

