



Perspective of Lake Lure Village already under construction. Architecture, Northern Italian.

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

Largest "Resort Lake"—shaped like a starfish, with straightways for motorboats as long as four miles—ample space for regattas and water carnivals—broad bathing beaches of natural sand—casinos and amusement piers—facilities for every aquatic sport—bordered by a beautiful shore line boulevard, forty miles long.

Finest Mountain Scenery—Lake Lure Valley is bordered by the beautiful Chimney Rock Mountains, narrowing into Hickory Nut Gap, where the new paved Fairview Highway, 26 miles to Asheville, winds its curving way by easy grade over the Blue Ridge—a 50-minute trip abounding in a variety of glorious scenic views—Famed Chimney Rock, ascended last year by 50,000 persons—Cliff Dwellers Inn—The Dining Pavilion in the Clouds—Hickory Nut Falls to Devil's Head—Exclamation Point—all scenic marvels to be found in every collection of Western North Carolina views.

Bottomless Pools—a succession of beautiful cascades for more than a mile down the ravine of Pool Creek, pouring into smooth-worn glacial "pools" of unknown depth.

Light and Power—Generated at the great dam, from daily overflow, without lowering level of lake. Dam is 104 feet high, 585 feet across—50,000 cubic yards of reinforced concrete anchored into bed of granite more ancient than the Alps. Can be seen now under construction.

On Main Highway No. 20 from the Mountains to the Sea—Asheville to Wilmington—hard-surfaced from Charlotte to Lake Lure, exceeding 35 miles of excellent broad sand-clay, which is to be hard-surfaced this summer.

This TRIANGLE is the CENTER of Real Estate Activity in WESTERN 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 invasion 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 developments 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 bringing daily loads of tourists to Lake Lure Business Center, Bottomless Pools, Luremont Section and Chimney Rock.



Fine openings for men of character as salesman. Write Geo. A. Rowdel, vice-president Chimney Rock Mts. Inc., Chimney Rock, N. C. In sending application, send complete record, confirmed by letters of employment from recent former employers and other business men of unquestioned standing.

Send coupon for view book of Lake Lure, showing Lake Lure Business Center and Luremont section—mailed postpaid and free to any responsible person.

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

Chimney Rock Mts. Inc.
Chimney Rock, N. C.

Please send me without obligation information on Lake Lure Business Center and Luremont section.

Name _____
Address _____
City _____
State _____

"Rah! Rah!" Collegians Planning to Invade Europe To Call Upon England, Holland, Belgium and France



England, Holland, Belgium and France are the popular countries for collegiate tours during the summer of 1926, and the St. Lawrence route seems to be the popular short route for many students. The idea of being able to cross the ocean and get back home again at the price usually paid for one way, seems to be the necessary inducement to college people, and, according to the Art Crafts Guild, Chicago, which is organizing these tours in connection with the Canadian Pacific, bookings are much ahead of last year.

No one should attempt to see Europe without a background of England. The experienced travelers arranging the collegiate tours realize this, and plan a week visiting Oxford, the great intellectual centre, Stoke Poges and other bits of rural England, and London, London, so full of interest historically and with many nooks and crannies filled with the ghosts of famous literary personages!

France comes next to England in popularity with college folks, and, according to the Art Crafts Guild, Chicago, which is organizing these tours in connection with the Canadian Pacific, bookings are much ahead of last year.

Very few in America have not some keen personal interest in the battle areas of France and Belgium, and so most of the collegiate tours embrace an extensive motor trip through Belleau Wood, Chateau Thierry, Soissons, Senlis and Rheims.

thrilled with life in Paris that is rapidly becoming an accepted thing. At first, to travel to class did not appeal even to enthusiastic graduates unable to travel without a substantial reduction in even the increasing numbers of professional people will travel at reduced rates, steamship companies inaugurate the tourist third rate, put up bare stateroom floors, revised menus to suit American tastes, instead of foreign, and the rest was that students and professors last year hobnobbed with other below decks. This year increasing numbers will follow example set by the ventures

Frigidaire
Metal Cabinet
\$245.00

See the New Complete Line of Low Priced Metal Cabinet Frigidaires. Revolutionary Values. National Demonstration Week Begins Today.

STANDARD BUICK CO.
DISPLAY ROOM 47 SOUTH UNION
Phone 876 or 383

Times and Tribune Penny Ads Get the Results

Well Groomed Man of Today Must Own Six Pairs of Shoes

STREET AND BUSINESS (TAN)
INFORMAL EVENINGS 4/5 SUNDAYS
GOLF
SUMMER EVENING WEAR
NUDE-OUTING WEAR SPRING AND SUMMER
FULL DRESS

CHICAGO—Unless you have at least six different pairs of shoes for your man to keep nicely shined, you are not the well dressed gentleman. Selected J. Harry Sels, president of the Sels-Schwab Shoe Company in an address at a style convention here. There are at least six occasions which require a special type of shoe, he asserted, and Sels' one of these pairs must be in the "nude."

This edict comes at a time when "nude" are beginning to appear in the larger centers. The leather is fresh color and it is anticipated that this shade will be all the rage for spring and summer, an especially pleasing combination with outing clothes.

"The six pairs that every man needs are black for evening and Sunday, brown for business, 'nude' calf for light outing wear, patent leather oxford for formal dress, white reinforced buck with sports clothes, and tan, rubber-soled oxford for golf," said Mr. Sels. "These changes are necessitated by an increasing interest in the importance of men's shoes."

"In the past, shoes were considered an incidental part of the costume by the average man. Now he is developing a shoe consciousness, and is demanding a shoe for every occasion. The well-dressed man realizes that it is as necessary for him to have shoes for the occasion as it is for him to wear the correct clothes. In the long run, a man's shoe bill is no higher for the wear is distributed. At the same time, his feet are in better condition, due to the frequent changes into fresh shoes. Shoe comfort is increasing by reason of the application of good judgment to style."

COUNTRY CLUB NEXT MOVE FOR ALBEMARLE

Charter Obtained and Site Purchased at Cost of \$20,000.

Albemarle, March 24.—Albemarle is to have a country club. Application was made today to the secretary of state for a charter. A large number of the very best of Albemarle's business and professional men have joined in the proposition and will be stockholders in the corporation and thereby charter members of the club.

The Moss Mineral Springs property, located just east of the city and consisting of 140 acres, has been purchased at a cost of \$20,000. There is already located on the property a large dwelling which will readily be converted into a convenient and commodious club house. Also there are located on the property an excellent mineral spring and a pavilion nearby which will be repaired at once.

A sufficient quantity of the land is cleared to furnish ample space for a nine-hole golf link. A magnificent oak grove surrounds the springs and the club house. The property is located a short ways off the State highway number 74.

It is understood that about one half of the real estate will be reserved for country club purposes while the remainder will be developed as a residence section. Plans for developing the club's buildings and real estate will go forward, it is stated, as soon as the charter is received and the organization effected. An electric line runs out from Albemarle to the property and the club house will be equipped with all modern conveniences.

MARSHALL IS FACING 10 TO 20 YEAR TERM

Philadelphia, March 24.—David L. Marshall, convicted today of second degree murder for the killing of Anna May Dietrich, faces a sentence of ten to twenty years, if he is not granted a new trial. The unregistered chiropractor, who admitted dismembering the woman's body after she died in his office, heard the jury verdict with

little outward emotion.

On the witness stand he had said Miss Dietrich, who was his patient, died from self-administered poison and rather than have the notoriety of her dying in his office he dismembered the body and distributed the parts in woods in the suburbs. The commonwealth, however, submitted a confession in which he said he choked her to death in a quarrel because she threatened to expose their relations to his wife.

Marshall's counsel asked the court to allow him the usual four days to make an appeal for a new trial but he did not indicate whether he would file such a motion.

Columbus Hartsell Dies Suddenly in California.

Stanly News-Herald.

Mrs. Alex Little, of this city, received a message from Sausalito, Calif., announcing the sudden death of her brother, Columbus Hartsell.

Mr. Hartsell was well known to the middle aged and older people of the county, especially of the western portion, where he was born and reared. He was a son of the late Mr. and Mrs. Joseph A. Hartsell and was reared in western Stanly near old Leo post office. He was a Spanish-American war veteran, having made his home in the west since his discharge from military service at the close of the Spanish-American war. He was about 45 years old and leaves surviving a widow and one child five years old, in addition to local relatives.

An Egg in An Egg.

Stanly News-Herald.

You have heard of "a wheel in a wheel," but have you ever heard of an egg in an egg? Well, last Saturday morning Mrs. J. J. Elder, of North First street, Albemarle, broke an egg which was laid by one of her hens. The egg was as large as a goose egg, or twice the size of a normal hen's egg. When she broke the egg she found inside of it a normal sized egg. There was nothing whatever between the shell of the big outer egg and the smaller sized egg inside. But the normal sized egg was a regular egg. If anybody can best that, "be then trot out their egg," as Venus would say.