

THE OUTSTANDING DEVELOPMENT IN THE LAND OF THE SKY



Charming vistas at every turn will rival the world-famed beauty of Como, Garda and Maggiore.

Northern Italian Lake Country

Inspires Architecture and Landscaping of Lake Lure

Just as distinctive as the Florida adaptation of Mediterranean architecture will be the Lake Lure theme, based upon the colorful motif of the North Italian Lake Country.

Lake Lure business center, now under construction—bank, hotel, stores and community buildings—will hit the keynote of this architectural symphony, which will complement so well the beauty of the lake and its surrounding terraces.

Manzoni might well have been describing Lake Lure when he wrote—"That branch of Lake Como which extends towards the South, is enclosed by two unbroken chains of mountains, which as they advance and recede, diversify its shores with numerous bays and inlets. The country rises with a gentle and continuous ascent; afterwards it is broken into hill and dale, terraces and elevated plains, formed by the intertwining of the two mountains and by the action of the waters."

Home-site plots in Luremont, the first community under development at Lake Lure, will soon be offered. Prices will be astonishingly low—terms convenient. Withhold investment in Western North Carolina to investigate this first offering in its one resort of first magnitude—Lake Lure. Opening date soon to be announced.

See LAKE LURE the LAKE COMO of AMERICA

New inspiration for poet and painter—new scene of romance, song and story—Lake Lure will rival in grandeur and will excel in climate the charm of the lake country of the Italian Alps—Como, Garda and Maggiore.

As Byron, Shelley and Browning saw a purple peak at sunset, a white-capped blue wave at dawn, a skylark against a rosy cloud—so will ever-changing pictures of Lake Lure reward all who make its shores their favorite play-time haunt.

See Lake Lure in the making. Come while the weather's fine. Load the bags and the family into the car. Head for Chimney Rock. Lunch in the Pavilion above the clouds. Look on the lovely vale below and pick the site for your summer home in Luremont by the bay. There are so few such spots in all the world. Take your dreamland home-site while there's time to choose.

Company busses will carry you, if you please. Company representatives will gladly show you about.

Charming vistas at every turn will rival the world-famed beauty of the Northern Italian Lake country.

Look over Lake Lure Business Center and Luremont, and be informed in advance of the great opening sale.

Chimney Rock Mountains, Inc.

CHIMNEY ROCK, N.C.

D. M. ABERNETHY NEW MAYOR OF CHARLOTTE

Appointed and Sworn in Yesterday; Had Been in Tax Department.

Charlotte, April 7.—David Monroe Abernethy, head of the tax soliciting and adjusting department of the city since 1923, was Wednesday elevated to the position of chief executive of the city, being sworn in Wednesday afternoon. Mayor Abernethy served as commissioner of public safety after the resignation of Horace Moore in 1918, having been appointed by Mayor Frank B. McNich and A. H. Wehr, then commissioner of public works.

At the time of the establishment of the commission form of government in the city in 1917, Mayor Abernethy was assistant auditor of Mecklenburg County. Mayor Abernethy said that his appointment and acceptance had come upon him so suddenly as to be bewildering.

Post and Flagg's Cotton Letter.

New York April 7.—Although trading continues limited the tone of the market was firmer today, reflecting apprehension of a late start for the crop, following so much cold wet weather. The crop is already much behind last year, though it cannot properly perhaps be said to be much behind, though a continuation of present weather conditions would justify even that statement.

Developments so far have not served to create any important body of bullish sentiment, but a tendency in that direction is gradually being created, though it would quickly fade out with a period of clear warm weather such as would enable planters to make up to some extent for lost time. Southern advisers suggest a bearish frame of mind, with financial interests rather worried by apparent intentions to plant as much as possible regardless of warnings that another large crop cannot possibly be absorbed, except at radical concessions, even from present prices, which are far below the average of recent years.

The professional trading element needs very little encouragement in the way of favorable crop news to start an aggressive campaign for lower prices against which producers would have little defense, aside from trade-buying which is quite hesitating enough as it is, and would step aside, as far as possible, if conditions seemed to favor a successful attack on prices. Planters, have learned a good deal in the last decade, but seem even yet hardly to appreciate the elementary principles of self defense, or at all events to be hardly willing to adopt them.

Possibly they will be saved from the consequences of their own folly by unfavorable weather conditions, and renewed insect activity, but that cannot be at all clear as yet, though some long range prophets assert that the stars in their courses will fight the crop this summer.

It looks hardly wise to attempt to follow prices in either direction at present, but the market promises to be more responsive to unfavorable than to favorable weather conditions, and the relative strength of near months is conclusive evidence as to the lack of spot pressure, in spite of bearish statistics.

POST AND FLAGG.

Judge: "Come, now, tell me in your own words just how this riot started at your house."

Prisoner: "Well, yes, honor, when I come home from work last night this bird was sittin' in the parlor with my wife in 'is lap, and as I was hangin' up me hit her up, and knocks out 'is pipe on a new rug that I paid four dollars for, only last Saturday."

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OPPOSITE NEW HOTEL

It's Refrigerator Time in Concord

Are you planning to buy a new Refrigerator? If so, why not let us show you the "LEONARD CLEANABLE?" The Refrigerator that will mean an investment to you instead of an expense.

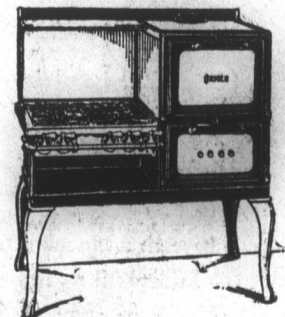
A refrigerator must be something more than a box for ice and a place to store food. It must keep the food cold and it must keep it cold by a constant circulation of pure, dry air. It must also be so constructed that it can be kept constantly clean, otherwise germs will gather and not only destroy the food, but seriously menace the health of the family.

No thoughtful person would like to waste ice, food or the money it takes to buy them, so see the LEONARD one-piece-porcelain before you buy.

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Oriole Clean Top Range, with rust-resisting Toncan lining. Specially priced at \$72.50 in the Kitchen Happiness Sale—

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Our "Kitchen Happiness Sale" offers you an opportunity to save \$10 on a permanent home improvement—the famous Oriole Gas Range. Come in and let us show you its special features. There's a time limit on the sale—so come in while you can still benefit by the special reduction price.

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FISHER'S



DR. SOPER SAYS THE BIBLE NEEDS NO DEFENSE

Being Able to Quote From the Holy Book Doesn't Mean One Knows It.

Goldsboro, April 6.—The third annual conference of Sunday school workers of the North Carolina Methodist conference began on schedule time here today and something over 200 delegates were registered before the night program began. The number of delegates will very likely pass the 400 mark by the first session tomorrow.

The afternoon program was given over to registration of delegates and routine work.

Dr. Soper, dean of the Bible department of Duke university, was the outstanding speaker of tonight's program. He spoke on the subject, "The Worker and His Bible." He said "that one must know the Bible to be able to teach it and that knowing about the Bible is not knowing the Bible itself. Many critics try to defend the Bible but it needs no defense. Just as soon as the Bible is understood and lived out in our lives it becomes its own defense."

"Allowing the Bible to become a part of you is knowing it. One reason why so many people misunderstand the Bible is because they think that it is verbally inspired and accept it as authority on religion, science and everything else."

Dr. Soper himself believes in the inspiration of the Scriptures, but does not accept it as authority on science. He said:

"The Bible does not agree with science and is therefore no textbook on science. If you go to the Bible for a textbook on religion it is one of the greatest textbooks ever written. One reason why more people are not Christians is not because the Bible is not clear, but because we are not clear in our living. The main theme of the Bible is Jesus."

Boggs (pointing to hay stack): "What kind of a house is that?"

Moggs: "That ain't a house, that's hay."

Boggs: "Say, you can't fool me; hay don't grow in a lump like that."

ONLY FEW PERMITTED AT CHAPMAN FUNERAL

Many Unexplained Incidents and Events Sought in Grave With Notorious Robber.

Hartford, Conn., April 6.—A new grave in the quiet of Mount St. Benedict cemetery tonight held the body of Gerald Chapman. He was buried there at daybreak with a secrecy far different from the noisy revelations of his crimes, trial and hanging.

Chapman's body, claimed as the law permitted, by Rev. Father Michael Barry, the prison chaplain, was borne to Mount St. Benedict, a few hours after his life had been taken in Wethersfield prison for murder.

There were no crowd of the curious to follow him to the grave as they had through his trial for the slaying of a policeman. It was reported that a sister was, among the few at the burial, but her identity was carefully shielded and so far as the records showed, the last privilege of a friend to claim a felon's body and save it from an anatomist's knife, had been assumed only by Father Barry.

Father Barry signed a permit so that the body might be placed in consecrated ground. Chapman was born of Catholic parents. He had been baptized in the faith and served as an altar boy. Father Barry had said that he would give Christian burial to Chapman as a friend. He was not at the burial, having departed earlier on a vacation.

At the grave were two of Chapman's counsel, an undertaker and the dead man's sister whose further identity was not disclosed.

"Anything besides collars, ties and handkerchiefs, sir. How about some night shirts?"

Irving Berlin is said to have received nearly half a million dollars from his first big song hit, "Alexander's Ragtime Band."