

PALLANZA PARK IS FAST DEVELOPING

(continue from front page)
avenue, along which the property faces, is included in the city paving program and is now under process of construction. Water mains from the city to the reservoir run through the property.

The company plans to build at least a half dozen bungalows in the development to be put on sale at a reasonable price. It is the intention of the developers to begin construction of these houses at an early date.

The officers of Pallanza Park, Inc., include the president, Claude E. Neal; vice-president, C. W. Fisher, both of Brevard; and secretary-treasurer, W. W. Gaffney, of Gaffney, S. C.

Mr. Neal is originally from this county and went to St. Petersburg, Fla., two years ago where he became quite prominent as a realtor and developer, being one of the principal stockholders and sales manager of the Claude E. Neal and associates company, at 764 Central Avenue, St. Petersburg. During the past year, Mr. Neal and associates developed and sold ten developments in that city, the tracts ranging in size from 60 to 400 lots in each. A total of 1200 lots were sold within the year, and practically 350 houses have been built on these lots. Mr. Neal has to his credit the developing and selling of six subdivisions in Florida within six months. In one of the developments, Mr. Neal set a new record in the selling of 105 lots in one week, with two houses under construction and one completed before the end of the week. Associated with Mr. Neal in the development of the various Florida subdivisions was O. W. Clayton, a former Transylvanian. Wide publicity by the St. Petersburg daily papers was given Mr. Neal and associates in their varied and successful enterprises in the realty field.

Mr. Gaffney, of the local firm, is a native of Gaffney, S. C., and for 16 years was tax collector and county treasurer for Cherokee county. He was also formerly in the cotton brokerage and real estate business in Gaffney.

C. W. Fisher, the third member of

the company, needs no introduction to the people of Transylvania, being a native of this county and at present acting in the capacity of deputy sheriff.

The name "Pallanza" is Spanish and means a high point overlooking something of interest, hence the name Pallanza Park, situated on a knoll and overlooking the beauties of Brevard and surrounding country.

CONSTRUCTION OF HOMES STARTED IN MONTCLOVE AREA

FIRST BUILDING TO BE MODERN BUNGALOW

The initial construction of homes in Montclove Estates got underway last Tuesday, when W. W. Croushorn, of the Carr Lumber company, had work started on a residence fronting on Montclove Road, one of the main drives through Brevard's new country club section. Material being hauled to the spot a rapidly as possible and Mr. Croushorn states that if good weather continues, the house will be completed within the next 30 or 40 days.

The present building under construction will be an attractively designed six room bungalow, modern in every respect and with every convenience furnished by the Brevard Development corporation.

The local lumber man has purchased a second lot adjoining the site on which he is building a present and he states that work will be started on the second house with in a very short time. Both of these houses will be offered for sale and others will be built during the summer.

Many People Coming in on Buses
Featuring the bus tours last week was the trip last Saturday from Augusta, Ga., of 37 people. The party was composed of mostly business women and only four men. It was gotten up by Mrs. Annie Davidson, formerly of Augusta, and who is now with the Montclove Estates branch office in Hendersonville. Bus loads were also brought in from different sections of the state.

CASTLE VALLEY PARK OPENS LOCAL OFFICE

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been built and that construction on the first dam has begun.

The company reports sales for the winter months as very gratifying, purchasers numbering from about 16 different states from New Hampshire to Florida and as far west as Indiana. Recently two Florida purchasers declared their intention of building five or six bungalows each on their holdings. In addition there are two more dwellings assured.

Negotiations are under way for the beginning of a \$100,000 hotel within six months. The dam for the first lake will be about 30 feet high and about 100 in length, impounding water to cover between 30 and 40 acres, making a lake of from one-half to three-quarters of a mile in length. This lake, if plans go forward as anticipated, will be open

by July Fourth at which time a water carnival will be held. Lake Brevard has been chosen as name for the new lake.

Lake Brevard has been offered to the citizens of Brevard through the Chamber of Commerce as a recreation center. It is the plan of the company to build bathing houses, boat houses and a pavilion on the shores of the lake so that a good time may be had this summer by young and old. The comparatively

nearness to town and the condition of the road connecting promises to make of it a boon for pleasure seekers.

Did you know that the less popular cuts of meat are just as moist and palatable as the so-called choice cuts.

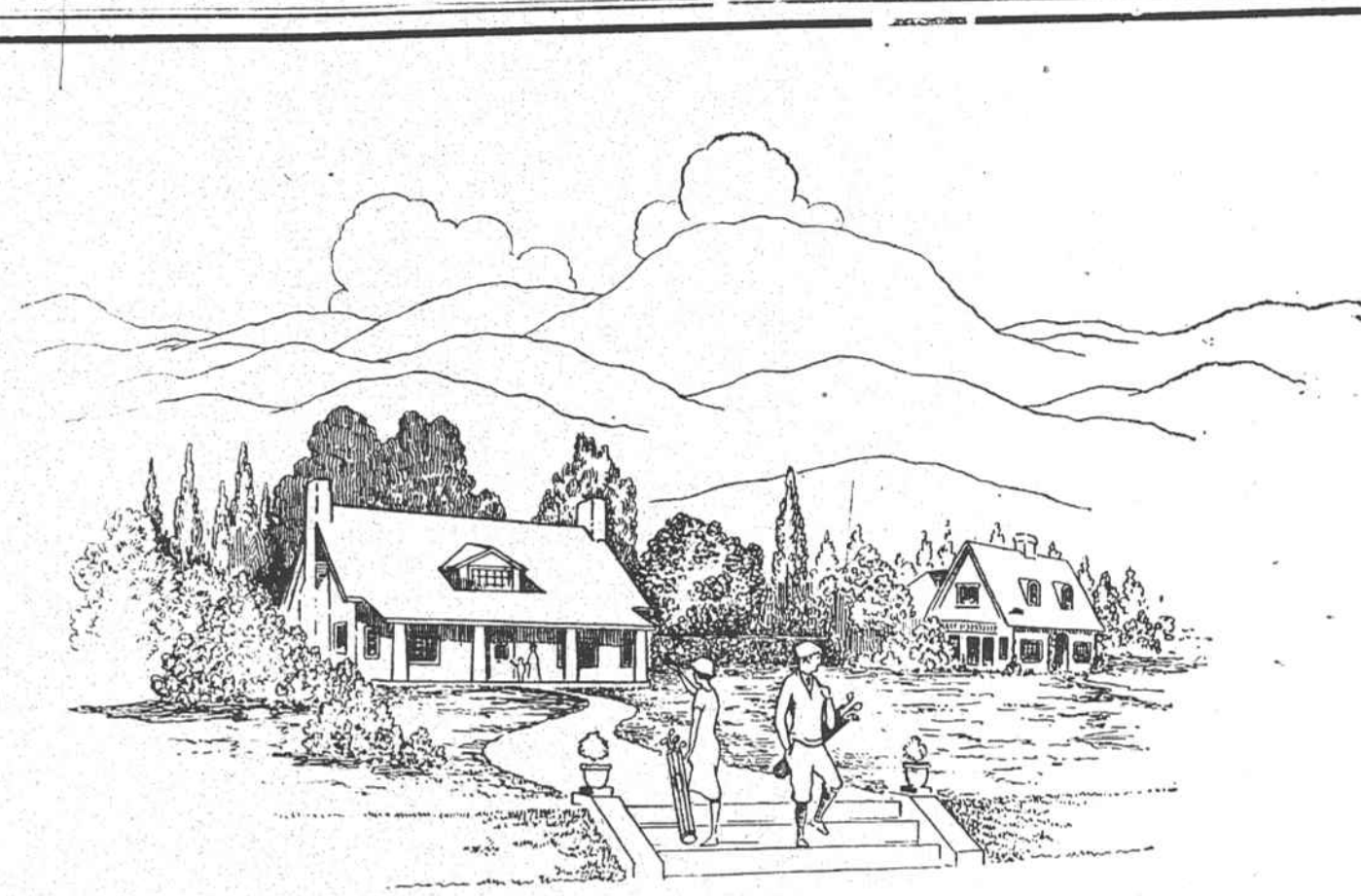
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