

## An Informal Talk to Carolinians from a Carolinian about Carolinian Land Investments

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IMARILY the true worth of a piece of land in proportion to those natural physical qualities which make it attractive to mankind for

The property in which I am interested is essential-whome-site nronerty. I am buying with that in mind and sellinc it for the same purnose. But whether a man huys for, his own home-site or for an investment the elements governine its basic value are the same. He buys because of the intrinsic worth.
Compare for a moment the natural homersite adrantages of Western North Carolina and Northwratern South Carolina-this Blue Ridfe Mountain section-with the natural cualities of even that nart
of the country where the greatest land boom of the imos is now under way.
Here we have a mountainous section, admittedly heautiful all seacons of the year; a country which as a year amund modnrato temnerature-no nrolnnced nerinds of excescive heat or cold. Our low
humidity- the drv air that minimizes the discomforts of hoth hent and cold-opives us a climate suiter to out-donr snorts of peverv docorintinn a nlavoronind that induces thoucands to visit this section even for short zacational nerions.
Then consider our develonments-our fine hardsurface roads even in the moct mountainous nartsand our liberal annrommintinns f... - lititinnal roads: our artificial lakes in tho heart of the mountains: and not of least immotomos norn railronds making accessible our most rugged country.

What have we wanting in the way of natural or man-made advantages? Have we not, right here in the Carolinas, a country of excentional and true value-basically valuable-and with unlimited pos--ihilities for development? Is there not every reason, in your analysis of this country, to expect a hiboral harvest. indeed, a greater earning power per inllar invested than from any other land investment - which you know?

I, personally, am "sold" on Western North Carolina and Northwestern South Carolina-sold on their natural physical qualities. They have held me to my own country just as they have attracted out-of-state moaltors and home-seekers. I believe that our standard of land values here are high-above the average -that investments here are sound and safe.

I invite you to visit this section. See it and make comparisons for yourself. Visit competitive developments and then come and see Druid Hills at Henderonnville. Lake I anior at Tryon, and Happy Valley nke Estates at Lenoir.
I offer these properties not as the greatest of all lovelonments hir as second to none in true value per ${ }^{1}$ N1llar invested. But I ask you to judge for yourself fter you have seen for yourself.
It is my ambitior that every investor in any of these developments can eventually proclaim his purhaso as havino heen' at the very least a "very good" investment, and more likely a "highly profitable" one.

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