

GREENEWALD'S ENJOYS BIG BUSINESS

Greenwald's, Inc., of Spartanburg, whose advertisement appears in this edition, has always enjoyed a tremendous patronage from Polk County. They have a reputation for handling quality goods and rendering an excellent service to their patrons.

Well Known Lines

Greenwald's store is Spartanburg's headquarters for many lines of merchandise that is nationally known, such as Fashion Park clothes, Manhattan, Stetson Hats, Florsheim, Dobbis Hats, and Griffon. They also maintain a ladies' shop which is located on the second floor of their beautiful building. This department carries the latest fashions in wearing apparel and has a large list of patrons.

Store Very Modern

Greenwald's store of this concern is among the best stores in the entire state, and are extensive advertisers and best equipped in the entire state, merchandise to many of the surrounding towns. The members of the firm have always taken a great interest in the community affairs of the town, and considered to be one of Spartanburg's foremost citizens.

Beauty Has Not Been Spoiled By Developments

Since the movement in Tryon real estate began there has been some doubt in certain quarters whether or not the town could retain its title of "An Unspoiled Paradise," but the character of the developments now going on dispels such doubts, for they are more likely to enhance the charm of the town than to spoil it. The charm of Tryon is inviolate. It can never be a large city. No one wants it to be. It is essentially a place of residence rather than of industry. Its topography precludes its ever becoming unwieldy as to size, and the same reason will probably prevent it from becoming the seat of any large amount of industrial development.

There are many better places for industrial enterprises, but few better suited for what Tryon really is—a

restful, quiet place to which the tired or the delicate may resort. Its elevated, high enough to affect the climate beneficially yet not so high as to make the winter months resemble those of the north, assures to the visitors the advantage of an ideal resort. Weeks before the first verdure and blossoms appear at the higher points of Western North Carolina, and months before there is any sign of them in the North, Tryon's gardens are in bloom and the lovely hills about it are carpeted with the rare and lovely wild flowers of the section.

But aside from the beauty of the Blue Ridge here seen in azure panorama, and aside, too, from the attractive climate, the charm of Tryon is deeply imbedded in the character of the people who live there. Here meet the fine flower of Southern hospitality and courtesy and the best qualities which distinguish those transplanted from other parts. The friendliness of the small town is here merged into the urbanity of the city dweller, and the visitor finds a welcome which does not intrude upon his privacy yet which makes him feel instantly at home.

It is this charm which makes him come again and again and so often results in his becoming permanently attached to the place.

So Tryonites welcome rather than resent the activity now apparent for each of these developments will serve to enlarge the town's capacity for housing and entertaining the visitors. At the same time these improvements will not in any way affect the charm which has attracted so many to the place in the past and which will continue to make it a mecca for those who desire an unusual resort for any session of the year.

Tryon Well Located

Accessibility to all section of the United States is one of the paramount features of which Tryon, North Carolina, which is now undergoing tremendous real estate development, proudly boasts.

She is within 24-hour travel of the main gateways of the entire country, no matter which direction one may wish to travel.

Bringing tourists to her from the four corners of the globe are six

daily trains and two state highways, to say nothing of an excellent cross country road and a contemplated road from the southwest, which is now in process of construction.

In the heart of the country, it is held, has better connection with points of geographical and business importance.

24 Hours to New York

Tryon is within approximately 24

hours travel of New York city, Cleveland, Ohio, Detroit, Michigan, Chicago, New Orleans and Miami, Fla. Additional to railway transportation facilities, four giant buses, making connections between Spartanburg and Asheville operate daily and on scheduled time. At a moment's notice tourists who may be called home unexpectedly, can make all necessary arrangements for his departure, as rapidly as at any other section of the country, those most familiar with conditions maintain.

Leaving the most important cities in the country of an evening, the next morning will find the tourist in Tryon. All Pullman cars stop for the city.

Midway Resort

Because of its geographical location, excellent climate and many attractions, Tryon today stands in the position of mid-way resort between the north and the south. Northerners may winter in comfort and southerners summer.

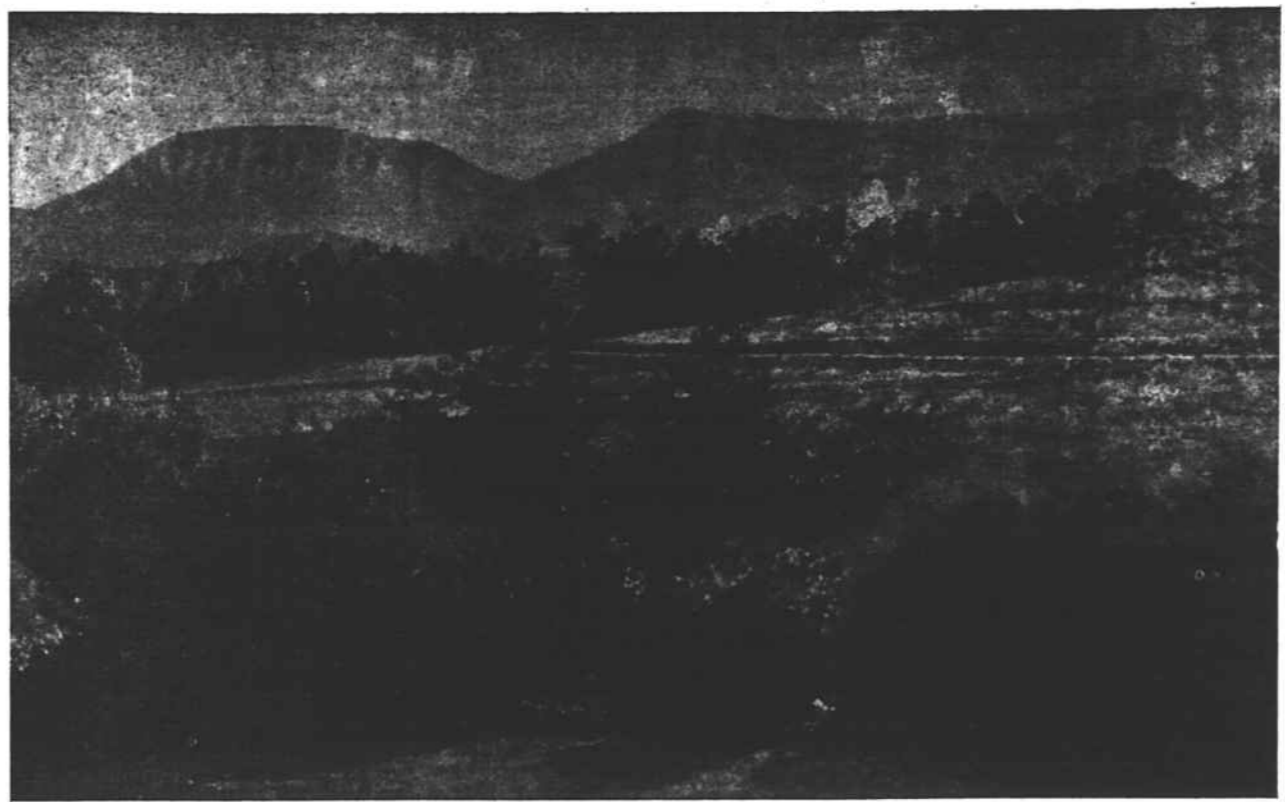
As evidence of the excellent railway connections with the most strategic and business points of the country, the Tryon Chamber of Commerce submits the following table showing the number of hours distant the little city is from various points:

	Mil.	Hrs.
Chicago	785	27
Cleveland	747	26
Cincinnati	482	18
Detroit	753	26
Jacksonville	434	15
Charleston	250	10
New York	707	21
Philadelphia	613	18
Baltimore	524	15
Washington	480	14
Richmond	385	14
Atlanta	202	6
New Orleans	707	21
Tampa	850	23

Tryon has a good Country Club with many members.

Tryon has one of the largest Mercantile plants in the country.

Tryon is a center for renown Art



Hog Back Mountain Near Tryon

Western Part of State Is Called "Garden Spot"

By JAMES HAY JR.

Asheville, N. C.

Western North Carolina is called the garden spot of the Tarheel State, "the Land of the Sky," and "Opportunity's Empire." It is one of the greatest playgrounds of the East, to which many visitors come every year.

Within a radius of 1000 miles there are 64 peaks, each of which is more than 6000 feet high, all of them topped by Mount Mitchell, the loftiest mountain east of the Mississippi.

And in this area there are more different kinds of trees and flowers and more varieties of minerals than any other, similar area in America.

Western North Carolina has, in addition to the proposed Great Smoky Mountains National Park, 381,000 acres of national forest and State Park threatened by hard-surfaced motor highways and thrown open to the public for camping parties, fishing, hunting, boating and horseback riding along bridle paths that command views of ever-changing grandeur.

Western North Carolina is visited by people from all parts of the world. In summer it is dotted with camps for boys and girls. Its mountain

loveliness is mirrored in countless man-made lakes, the largest of which is Lake James with a shore line of 150 miles.

Western North Carolinians take the position that they hold all this beauty, wealth and charm in trust, to be cared for and developed by them so that their visitors from all over the world shall be made as comfortable as possible, and provided with such entertainment and recreation as will make their stay and uninterrupted delight.

The result is that the 24 counties of this mountain section are amply provided with golf courses, tennis courts, country clubs, swimming pools, theatres and motorbus lines carrying passengers to the countless points of beauty and interest.

This "Land of the Sky," where a whole day of rain is a rarity is within a day's rail ride of both New York and New Orleans, and its main clientele comes from an area with a population of 20,000,000 people.

But western North Carolina also is rich in industries and natural resources as it is beautiful and attractive to the tourist. It produces purple marble, a high-grade mica, feldspar, talc, kaolin so fine that it is shipped to other states and foreign countries to be made into the most exquisite china and pottery, and more than 100 other varieties of minerals.

It has immense commercial apple orchards, and it has been designated by experts a potentially one of the

greatest apple countries in the world.

It grazes its cattle outdoors nearly the whole year, round. It has thermal belts where the frost never falls. Its farmers, organized in strikingly efficient co-operative organizations, have won many prizes for their products at State and local fairs.

Western North Carolina has one of the largest wood pulp mills in America, also a great aluminum plant and one of the world's biggest abrasive plants. Its streams, rushing turbulently down the mountainsides, furnish almost unlimited water power.

The visitor never forgets the splendors of the panorama unrolled before him as he stands at the summit of Chimney Rock, or his reflection in Looking Glass, a polished stone transformed into a mirror by the veil of water flung across its face or the bottomless pool one of nature's mysteries; or Linville George, a chasm 12 miles long cut through the living rock by the irresistible torrent forcing its way to the sea, or Blowing Rock, where the wind blows always in the same direction legend says, in memory of an Indian maiden's love.

Into this section, and all through it, lead hard-surfaced highways that delight the motorist and draw him again and again to enjoy the scenery they command, such scenery as is not surpassed anywhere in America. It is like the loveliness of Switzerland, and it is spread out, row upon row of peaks, under a sky as blue as Italy's.

Tryon has seven or more great developments most of them improved.

NEW YORK SENDS ARTIST TO CATCH RIDGES BEAUTIES

Louis Rowell Paints Mountain in Autumn Array For Exhibit

The following story of Louis Rowell, the artist, that resided in Tryon for many years, it will be interesting to his friends, the story appeared in the Asheville Citizen last Sunday as follows:

Few of the most enthusiastic devotees of Western North Carolina appreciate its beauty more than Louis Rowell, who recently returned from New York City to devote a few months to painting the mountains in their gala attire of the autumn season.

The country surrounding Asheville is not new to Mr. Rowell, who has spent the past 30 years in this vicinity reproducing on canvas the beauty of the mountains.

While in New York his work attracted the attention of able critics who induced him to return to Asheville for the purpose of painting a collection to be used as a one-man exhibit in one of the galleries—a decided compliment to a man who has never attempted to gain recognition.

His pictures are distinctly different from those of other artists, probably due to his seclusion from their influence. Because of the number of years he has spent in the mountains he seems to catch the very spirit of them.

Man Shows Through Work

Although Mr. Rowell has studied for years to portray the beauty of the out-of-doors, he is never satisfied. "There is something within me," says Mr. Rowell, "which is always yearning to go on to something higher." He is constantly searching for beauty and finds it in the tiniest leaf, the sun shining through the trees, or a quiet pool of water forms a picture in his mind.

A few years ago the Charleston Evening Post recognized the merit of his work and commented as follows: "Mr. Rowell's paintings are realties. One breathes the air and sees the sunshine in them."

His gentle, kindly character appears in his reproductions of nature which always inspire a tender feeling and have a breath of peace and quietude. The description that G. H. Marius, the Dutch critic, gave of Mattys Mavis, a famous Dutch artist, most fittingly applies to Mr. Rowell. "A stranger whose sensitiveness makes him very slow in making friends; a dreamer, wandering and lost in these unsettled times."

Fellow Painter Praises Work

A noted artist from Chicago who visited in Asheville recently saw one of Mr. Rowell's paintings and is quoted as saying: "Besides being technically masterful, it holds a spiritual quality that grips me, I would never tire of looking at it. He paints the very atmosphere." That is the general impression of those who are privileged to stand before one of his pictures and who have that artistic quality which enables them to appreciate and feel what the artist has put into it.

During an interview he dashed to the picture he had been working on, picked up his palette knife and added a few strokes, then came back and resumed the conversation. He says that he cannot paint when anyone is watching him unless they are talking about some other subject. He works from inspiration; he feels the picture and with apparent ease puts it on canvas.

"People often ask me if I use a palette knife," said Mr. Rowell. "My answer is, I use a brush, a palette knife, my thumb, or my elbow—anything to produce the desired effect."

He resented the use of the word "effort" in connection with his work and quickly corrected it by quoting Tolstoy to the effect that, "The only art that is worth anything is that which comes of itself without effort." If his work becomes forced, he leaves it for a time and does something else.

Rowell is quiet and retiring and refuses to give any information that might sound boastful. He does not care for publicity or popularity, but wishes to work quietly and undisturbed.

One of the pictures which received much comment in New York was "The Brook in Early Spring." A cool, transparent stream is seen winding its way through the woods into a green meadow. The brook shines and sparkles with a gem-like gleam and one can almost inhale the fragrance of the budding trees.

The color he uses is that fine yellow-green tone that sings of the freshness of spring or a rose tint that hails the coming shades of twilight and over all is spread a soft, hazy atmosphere that envelops everything in its mysterious folds. To him the world is beautiful and he makes it beautiful to others—which is the secret of the spell his paintings cast over those who view them.

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