

of the Chamber of Commerce. Without a directory to guide me, I would like to mention a few of the services be printed at a later date. that are involved. 1) The Chamber of Comm-crce, when it is able, financially, to do so, goes on the offensive and sees to it that people all over the country know about LOST ---- WILL THE PERSON WHO EORROWED the particular town which it represents. An idea of the type of work that is done can be seen in road signs, news papers, magazines, television and radio advertisements. "See Rock City" signs are plastered all over America. Therefore, people go out of their way to see Rock City. 2) More or less defensively, the Chamber of Comm-erce answers letters that make inquiries. People pass on the word about the beautiful place Highlands is, and about twelve hunderd letters a year are mailed out to other Chambers of Commerce, by request. People from all over the country are asking in the Chamber of Commerce of their own town, "What do you know about High-lands?" In addition, about six hundred letters come in, from private individuals, seeking information about Highlands. 3) In addition, the Chamber of Commerce is a local information center. People who are looking for someone, come to the Chamber of Commerce. People who are looking for work come to the Chamber of Commerce.

THE FLOOR BASKETS FROM THE HIGHLANDS PRESBYTERIAN CHURCH PLEASE RETURN THEM?

.

Mr. and Mrs. L.C. Conlon and three children of Hollywood, Fla. visited their parents Mr. and Mrs. R.L. Conlon at their home on Little Bear Pen Mt. Mr. and Mrs. Robert Gilmore of Palm

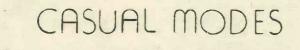
Shores, Palm Beach visited Highlands and

friends Mr. and Mrs. R.L. Conlon. Mr. and Mrs. R.C. Melaos of Hollywood, Fla. are spending the summer at cottage in Mirror Lake Section.

Mr. and Mrs. E.J. Harner and daughter Ida Mac, of Miami, Fla. are staying at Highlands Manor for 2 weeks.

Mr. and Mrs. C. Ballard Breaux of Rockledge, Fla. have purchased the Glover House and plan to make a home in Highlands. The purchase was made through Rice's Real Es-

(Con't on page 15 tate.

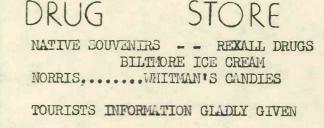


ACROSS STREET FROM PRESBYTERIAN CHURCH

DRESSES

SPORTS WEAR

BATHING SUITS



"WHERE EVERYONE MEETS"

HIGHLANDS

WE LOAN KODAKS

Highlands

North Carolina