

BLACK MOUNTAIN: AN IDEAL HEALTH AND TOURIST RESORT

Grand Scenic Surroundings--Center of Religious Assemblies for Bible Study and Devotional Exercises--Some of the Town's Foremost Citizens and Most Important Business Concerns--The Story of Its Growth from a Tiny Village.

Automobile Road to Be Built from Black Mountain to Summit of Mitchell an Important Factor in Future Prosperity of the Town--Elevation of 2800 Feet Above the Sea--\$100,000 Being Expended on One Project Alone--A Town of Clean Streets and Sidewalks--"The City Beautiful" Idea Inculcated--Sanitation of Private Premises Insisted Upon--Electric Lights Will Conclude the Tally of Modern Conveniences and Comforts--A Hospitable and Enterprising People.

BLACK MOUNTAIN is situated on the southern railway, fifteen miles east of Asheville. It occupies the summit of the Blue Ridge, is delightful for situation and is the joy of a whole host, yet, legions of Presbyterians, Baptists and Y. M. C. A. people, for it is in the immediate vicinity of Black Mountain that the religious reservations of these several bodies are located.

Black Mountain derives its name from that spur of the Blue Ridge of that name, surrounding this lovely little town. It is an ideal health and tourist resort, and thousands are the numbers of those who yearly visit this very desirable and attractive place. Its elevation above the sea is 2800 feet and the atmosphere here is perhaps more highly purified with ozone than at any other point along the Blue Ridge range making its healthfulness most noted and far-famed.

Not only is Black Mountain noted for its excellent health conditions, but also for its religious summer assemblies and superb scenic surroundings. It is only eighteen miles distant from Mount Mitchell, whose hoary head almost pierces the azure dome above, and stands stately and sublime, nearly seven thousand feet above sea level--the highest point east of the Rockies.

Automobile Road to Mitchell.

A company has been organized, and charter obtained, for the purpose of building an automobile road from Black Mountain, upon the crest of the Blue Ridge, to the top of Mount Mitchell. This company is headed by R. O. Alexander of Charlotte, an active and astute promoter and financier. The object is to construct a highway amply wide, and with easy and gradual grade, to the very summit of Mount Mitchell, and to make it a toll road, in order not only to make it pay, but also to keep it in repair. With this road built, and it will be, Black Mountain will thereby and therefrom receive its biggest boost, for hundreds and thousands of sight seers will be drawn to Black Mountain to make this tempting trip.

Progressive Population.

Black Mountain's population is progressive, as is evidenced by its good roads, the township having voted \$25,000 for this specific purpose two years ago. This amount has been judiciously expended in the construction of many miles of excellent Macadam roads, reaching out in every direction from town.

Another additional evidence of the progressiveness of these people is the fact that the town has only recently voted \$11,000 for a waterworks and sewerage system. Black Mountain already has telephones, and next will come electric lights, when it will be equipped with all city comforts and luxuries.

Religious Assemblies.

Aside from the healthfulness and city comforts, one of Black Mountain's chief attractions is the nearby religious reservations, so to speak, for it is in the contiguous territory that Montreat and Skymont (formerly Blue Mont) are located. The former is the property of Presbyterians and the latter of the Baptists, and here thousands of the members of these denominations, comprising an immense congregation, assemble each year for their summer sessions.

who have bought about one thousand acres of land lying south of the town, and are already at work building roads and constructing buildings.

Y. M. C. A. Work Being Done.

Work is being done in earnest on the Y. M. C. A. proposition south of Black Mountain. A force of hands are at work building a good grade Macadam road from town to and through the Y. M. C. A. grounds. Workmen are also building a one hundred room hotel, and a large auditorium. Contracts have already been let for the construction of \$60,000 worth of buildings, and \$40,000 additional will be expended as soon as it is deemed expedient. With this additional suburb, Black Mountain will be boundedly blessed with religious assemblies, being bounded on the north by Presbyterians, on the west by Baptists and on the south by Y. M. C. A.-ites.

The Civic League.

Black Mountain's most recent and liveliest acquisition is the Civic League. J. D. Eckles is its president, and Zeb Vance Crawford, secretary and treasurer. Its object is to inculcate the "city beautiful" idea, as well as to maintain cleanly streets, and thoroughfares, and to promote sanitation on private premises. Although of very recent organization, its sanitary effects are evidenced already. The streets and sidewalks are kept more cleanly, attractive and inviting. There is an air of improvement and respectability and noteworthy. In fact, Black Mountain is fast rejecting her rural rudiments, and being clothed with city paraphernalia.

L. W. Morgan, Mayor.

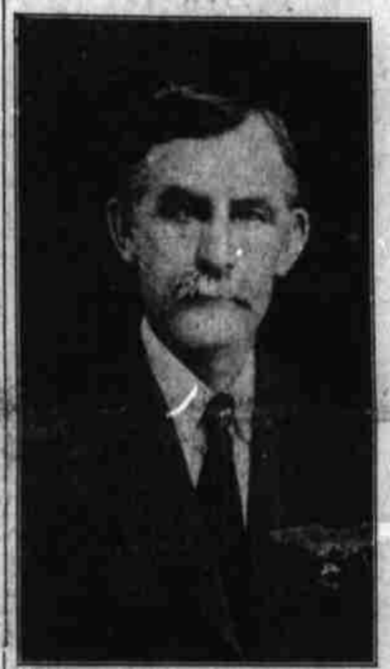
The general merchandise store of W. E. Johnson, which is one of the largest and leading business firms of Black Mountain, doing about the biggest and best business in dry goods, groceries, shoes, notions, is successfully managed by Mr. L. W. Morgan.

The Cash Grocery Co.

E. H. Reed is the youthful, yet capable, manager of the above business. They are successors to R. E. Anderson & Son, and deal in staple and fancy groceries, country produce, tobacco, cigars and soft drinks. Mr. Reed is the youngest merchant in Black Mountain, and one of its best business men. He was born and reared in Buncombe, near Black Mountain. He is now only 22 years of age, but has the business ability and capacity of one many years his senior in age. He has demonstrated this in the successful conduct of the cash grocery, whose business is ever on the increase with a growing list of pleased customers. His methods are modern, and everything is done in a reliable, his prices are reasonable, and the Cash Grocery Company's motto is "highest quality at lowest prices."

Black Mountain's principal promoter has been Mr. George W. Stepp, the present postmaster. He is a native of Buncombe county, has been postmaster for six years and was mayor three years. He has been a resident of Black Mountain for 40 years, locating there when there was only one house, that of James Stepp. He was the pioneer and practical promoter, locating every house for the Black Mountain Hotel company, which was the original owner of the land upon which the town has been built. He has seen the town grow from one family to a population of 500 in winter and 2000 in summer. (These figures do not include Montreat, Blue Mont or the Y. M. C. A. reservation.)

Geo. W. Stepp, Postmaster-Promoter.



GEO. W. STEPP.

Mr. Stepp is a prominent and important member of Black Mountain township road commission, and will see to it that said commission will have their portion of the Central Highway completed and in condition to accommodate the automobile excursion through the state by October 24th--date set to pass through Black Mountain. This commission has completed the Lake's Gap road to W. E. Goodson's, connecting thereby with the old original Lake's Gap road. It has built many miles of excellent Macadam road in every direction from Black Mountain, including the splendid road to Montreat.

Mr. Stepp states that the postoffice receipts this past summer were one third larger than last year--proof positive of Black Mountain's steady and rapid growth as a tourist town. Mr. Zeb Vance Crawford is Mr. Stepp's affable, active and able assistant postmaster. Mr. Stepp, besides being postmaster, is an active real estate dealer and general promoter of the well being of Black Mountain. He is a worthy, working, influential citizen--a man any town would be proud to own and honor.

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Pines Sanitarium.

WITHIN only a few miles of Black Mountain, easily accessible over splendid Macadam roads, are two noted and very excellent sanitariums--the Pines, and Royal League-Craigmont. The former is located near Montreat, the great Presbyterian reservation, and is conducted by Dr. C. E. Cotton, an elegant and genial gentleman, an experienced expert in the treatment of pulmonary diseases. Dr. Cotton is president of the Buncombe County Medical Society--a just and deserved recognition of his ability and accomplishment in his profession. The Pines Sanitarium is located in a grove of beautiful pines, in a nice elevation, with a cold, crystal mountain stream rippling over the rocks hard by. It is an attractive and pleasing place for the depleted patient. All of the most modern methods and approved appliances are in use at "The Pines," for the successful treatment of the various patients received here. Dr. Cotton's success has been most signal in the treatment of tubercular troubles. His is a splendid sanitarium, almost constantly filled with pleased patients.

Carolina Feed Store.

Mr. C. P. Johnson is proprietor of the Carolina Feed Store, and handles grain, hay, feed and all kinds of stock feed stuff. He is a Louisianian, and is at Black Mountain not only for his health, but also for business, and is surely getting better. He does an excellent all the year around business. His dealings are honest and all right, and more and more does his business grow all the time. In summer, he handles 20 to 30 tons of feed per week, and supplies two hotels, three boarding houses and three meat markets. In addition, to numerous residences both in Black Mountain and Montreat. Mr. Johnson is a capable and conscientious business man, and his increasing trade is only a just recognition of his worth and enterprise.

Black Mountain Lumber Co.

The above strong commercial concern is officered by F. B. Dennis, president, Dr. C. E. Cotton, vice president, and Walter L. Dougherty, secretary-treasurer and general manager. They are retail dealers in building lumber of all kinds; shingles, laths, sash, doors, lime, cement, glass, brick, terra cotta piping, and in fact every kind of building material. This business was organized in 1908, and has been under its present management almost two years, during which period its growth has been steady and constant. Its manager, Mr. Dougherty, is a young man of more than ordinary capacity, and doubtless will handle successfully this firm's big building material business.

P. M. Mashburn, Real Estate.

Mr. Mashburn is Black Mountain's foremost and most prominent real estate agent. He handles town property, farms, timber lands, stock farms, fruit lands, and all kinds of improved and unimproved real estate, both in and around Black Mountain. He has built up a splendid business in the past few years, and has some special bargains in farms and residences, and invites the patronage of the general purchasing public. He pays special attention to communications by mail, and gives prompt, proper and accurate answers to all inquiries addressed to him. His business has increased 50 per cent. during the past year, and is gradually growing to large proportions, he doing by far the best business of this nature in Black Mountain.

Brown Bros., Liverymen.

The above named firm is one of Black Mountain's best and liveliest business concerns. It is composed of Messrs. T. A. and C. W. Brown, who have been engaged in the livery business here for the past three years. They are both very popular and energetic business men, and do an immense business--in fact, by far the major portion of the livery of Black Mountain, and surrounding section of country, including tourist trips to Mount Mitchell, 13 miles distant, and also to the "intake," or source of

J. E. McLean, Barber.

Black Mountain's oldest barber is Mr. J. E. McLean, who succeeded Mr. S. C. Coggins. Mr. McLean has had eight or ten years experience at his chosen trade, having worked in Asheville, Hot Springs, Rocky Mount, Spartanburg and other places much larger than Black Mountain. Mr. McLean's shop is called the "City Barber Shop," is located right in the center of the town, and certainly does the business. This is due to the fact that Mr. McLean is an expert and pains-taking workman, who never slight a customer, no matter how big a rush he may have upon him, but treats all customers alike and gives every man a "square deal." No wonder he has built a big business and is getting a well earned reward.

W. C. Hall, Merchant.

Asheville's splendid water supply--the latter eight miles away. Brown Bros. do about all of the best livery to and from Montreat, both passengers and baggage. They have the nicest turnouts and best horses, both saddle and driving, and can scarcely fill the demands so great as their business grows. They also do a large commercial livery, and run their stable the year round for the accommodation of the latter.

W. C. Hall, Merchant.



W. C. HALL.

General merchandise, dealer in general merchandise, groceries, dry goods, notions, hats, clothing and woman's and children's wear. Mr. Hall established his business in 1906 on South Main street and recently moved into his new building on Black Mountain avenue, where he has an entirely new line of goods, and one of the largest and most attractive stores in town. Mr. Hall is one of the town's most successful merchants, having built up a fine trade by his upright, fair, square dealings and honest business methods. He has been a member of the Black Mountain township highway commission since it was appointed in 1908, and a large share of the responsibility in laying out the good roads of the township is due to his knowledge as a road builder. He was superintendent for the state when it built the Swannanoa tunnels and the Asheville division of the new Southern railway, and later was superintendent for the contractors that built the Knoxville, Murphy and Spartanburg divisions of the railroad.

Pemberton & Co., Hardware.

Pemberton & Co. are successors to W. B. Dickson, and deal in hardware and farmers' supplies. They carry a complete line of all sorts of hardware, oils, paints, varnishes, stoves, ranges, heaters, plows, iron, harness, carpenters' tools, cutlery, poultry wire. Their large and elegantly equipped storeroom and splendid stock would do credit to many towns much more populous and pretentious than Black Mountain. They have recently added a large warehouse which doubles the floor space of their already spacious and splendid store. The business of this fine firm is growing rapidly, and deservedly so, since it is conducted so capably by so high toned and honorable gentlemen.

J. D. Eckles, Lawyer.

Mr. J. D. Eckles is the only attorney-at-law located at Black Mountain. He came there from Norfolk, Va., where he had had ten years of experience at the bar. Mr. Eckles is a learned lawyer, an able advocate, and successful counsellor. His pleadings at the bar are pointed, logical and convincing. He has built a good practice since coming to Black Mountain, by being alert and active in the interest of his growing clientele. As a lawyer Mr. Eckles is a success, and as a citizen is exemplary and commendable. He is receiving honorable and deserved recognition both at Black Mountain, and by the courts.

Black Mountain Pharmacy.

One of the nicest, coolest and cleanest places in Black Mountain is the above named one. It is owned and operated by Drs. A. J. Terrell and T. B. Landes, and is almost a model in its line. Its conduct is courteous and capable. Here are to be found high class drugs and druggists' sundries, soaps, perfumes, toilet articles, soft drinks, cigars, tobaccos, etc. The Black Mountain Pharmacy is the most popular place of the town, and no wonder, since its drugs are so pure, its cream and soft drinks so delightful, and so dexterously dispensed by polite salespeople.

Work in Progress on Great Hotel, Auditorium, Roads, Etc., of the Young Men's Christian Association

Summer Assembly--Montreat, the Presbyterian Assembly, and Skymont, Summer Home of Southern Baptists--Township Good Roads, Constructed by Means of a Bond Issue--Excellent Sanitariums--Fine Fruit and Trucking Lands--New Water-

works and Sewerage System.

Royal League and Craigmont, Greene & Glenn, Contractors.

The above named sanitariums are ably and adequately presided over by Dr. I. J. Archer, a most skilled physician, especially in the treatment of diseases of the lungs and throat. Their location is two miles west of Black Mountain, and there is a fine road leading to them. The Royal League is a fraternal fellowship organization with headquarters at Chicago. It has William E. Tyrrell for its first fraternal organization in America to establish a sanitarium for the treatment of tubercular troubles among its membership.

W. B. Gragg, Photographer.

Mr. W. B. Gragg, whose picture is presented above, is Black Mountain's expert photographer. He is a real artist at his business, as is evidenced by the superior quality of the work which he turns out. He has had ten years experience, and does especially fine work for a place the size of Black Mountain, including Sepia work, colored portraits, bond colored views of local scenes. He is prepared to turn out work day or night, rain or shine, cloudy days being as good as sunshine with Mr. Gragg, and his latest improved and approved appliances for artists, progressive photographic work. One great advantage to tourists is that at Mr. Gragg's studio they can get kodak finishing and postcard work turned out within 24 hours after he receives the plates.

Gladstone Hotel.

One of Black Mountain's chief attractions is the Gladstone hotel. It is under the new management of Mr. W. R. Mills, ably assisted by Mrs. G. C. Sprague. The Gladstone is an attractive and nicely kept hostelry, and is a very popular place, not only to the tourist, but also to commercial trade. Mr. Mills will keep the Gladstone open the year around, and have every comfort and convenience including steam heat, hot and cold baths, electric lights, telephones. Special weekly and monthly rates are given guests, both summer and winter.

J. H. Pendleton, Barber.

Mr. Pendleton is the latest barber-artist acquired by Black Mountain. He has had fifteen years experience at barbering, and is an excellent workman. He has a shop, new shop on Black Mountain avenue, and is rapidly gaining ground, so to speak, at his occupation. At his recent rapid rate, he will soon become one of Black Mountain's best barber-artist shops.