

Tourist Business Leaders Met In Tryon Friday

Fourteen representatives of Western North Carolina Highlanders, Inc., regional promotion organization covering 12 counties of the area, held their March meeting of the Board of Directors, here on Friday, being luncheon guests of George D. Cooksey at Oak Hall.

Reports of the recent National Travel Show in Chicago, in which the Highlanders and Fontana Village had displays, were made by Bart Leiper, executive vice president of the promotion organization, and president of the National Association of Travel Organizations, sponsoring the travel show. Over 225,000 persons attended, most of them having opportunity to view the Western North Carolina displays. As many as 2,500 personal interviews were held by the promotion organization representatives, while Fontana Village distributed several hundred thousand W. N. C. and state folders in addition to their own.

O. A. Fetch, president of the Highlanders and resident manager of Fontana Village presided at the Friday meeting at Oak Hall, during which definite plans were laid to increase the promotional efforts for Western North Carolina tourist business, by the publication of large quantities of Vacation maps of the area which will also carry pictorial highlights of visitor attractions. An accommodations directory will also be published for wide distribution to prospective visitors, carrying the names and addresses of courts, hotels and restaurants supporting the promotion efforts.

The Board voted hearty endorsement of the road beautification program being sponsored by Western North Carolina Associated Communities, which initiated the

movement that led to the formation of the Highlanders.

President Fetch brought out the fact that in the area five Chambers of Commerce are now cooperating financially in the program of the Highlanders in the advertising of the visitor attractions of Western North Carolina.

A number of representatives were making first visits in Tryon, and expressed themselves as deeply impressed with the community and the early arrival of spring in this area.

In addition to those mentioned in attendance were O. A. Ashman, president of the Buncombe County group, Asheville; Mr. and Mrs. Herbert Bosworth, the former a director of the Highlanders and the latter a volunteer assistant at the Highlanders display booth during the travel show; Mr. and Mrs. John Hunter, Asheville; Mrs. J. B. Tweed, Hot Springs, director for Madison County; L. E. DeVois, president, Haywood County Highlanders, Waynesville, and Director Connatser of the same town; Norman Greig, Chimney Rock, substituting for Sam Eudy of Lake Lure, a director of the Henderson County group; James Gaither, Brevard, president of the Transylvania County group. In addition to Mr. Cooksey, Tryon was represented by P. L. Barnette.

Furnished apartment, 2 rooms and bath, private entrance and porch. Ideal for working couple or sleeping quarters. Close in, Tryon Lodge. Tel. 104-R. Mrs. John Todd. Advertisement 11, 17p.

FOR SALE: Two pairs of ladies shoes, one pair is brown suede Florsheim, size 5½ A, and the other black suede pumps Capevio, scarcely worn. Price \$7 each. Mrs. Mellen C. Martin; Tel. Columbus 2111.—Adv. 16, 17, 18c.

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