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**FOUR BIG HOTELS  
COMING TO WESTERN  
NORTH CAROLINA**

Chimney Rock, Hendersonville, Sedgefield and Tryon To Get Fine Hotels.

Things Will "Break" Next Spring in Western N. C. That Will Duplicate Florida Boom.

That Western North Carolina is in for a boom more substantial even than that in Florida, is the conclusion of many men in a position to know.

The Charlotte Observer last Monday says:

Mr. F. H. Anderson is president of the Continental Hotels Company, the organization that sent personal representatives to Chimney Rock, early last summer, and upon whose report decision was made to locate a plant at that place. The understanding at the time was that the company would make an initial investment there of about \$8,000,000, the project to include hotel and resort town, of uniform scheme of architecture, this enterprise to mark the beginning of a chain of developments in western North Carolina. The "bird's-eye" layout was completed, but meantime, the Continental Hotels Company had reorganization plans to put through. It has completed the merger of a number of hotel companies, which add to its strength and development possibilities. It is now known as the Continental-Leland Hotels, Inc., and is ready for business. By the token, we may expect shortly to hear of activities under way on the property the original company bought at Chimney Rock. And what is more, building operations may be expected at other points, for the company makes declaration that it has set aside the sum of \$20,000,000 for construction of hotels to complete the chain in its scheme. The Chimney Rock hotel and town is of inclusion in the contract, as are also hotels at Sedgefield and Tryon, both in this State.

Another item of interest is announcement that all the new hotel construction is to be of the Shelton type, which means they will be of the same architecture as the Shelton Hotel, in New York, and that is a Venetian Gothic construction. The minimum room capacity of the smallest hotel in the chain will be 300. From that the capacity will range from 600 and 750 up to 1,200 rooms. The Chimney Rock hotel will be one of the largest of the non-city class, for the company plans hotels for Philadelphia, Baltimore, Detroit and other cities.

The best part of the whole business is that it is definite; it is not one of the future "prospects." Mr. Anderson gives out word through The New York Commercial that the merger "consummates establishment of a hotel chain organized in accordance with a definitely-planned scheme of design appropriate to the size and type of community served," and he gives assurance that this "is only a beginning, as we intend to immediately cover thoroughly certain selected sections of the mid-West and the South."

And that the Chimney Rock development is a "sure thing" is further established by additional detail carried in The Wall Street Journal, whose reporter was a little more inquisitive. The Chimney Rock hotel is to have 300 rooms and the cost of the structure, alone, will be \$1,000,000. The hotel at Tryon will be exactly similar, but on a smaller scale. The Sedgefield development, we judge, will be twin to Tryon. Even the "smaller scale" project of the Continental-Leland Corporation would be regarded down this way as a big thing. It is specifically stated for the Chimney Rock "Shelton" that it will be erected on the famous Chimney Rock estate, comprising 8,000 acres admitting of an extensive development around the hotel site proper. One of central features of the project is the creating of Lake Lure where a huge dam is being constructed to eventually result in 27 miles of shore front. Connected with the hotel property will be an 18-hole golf course, bathing facilities, bridle paths and all else that goes to make for a successful year-round Southern mountain resort.

Meantime, at Hendersonville the great Fleetwood Hotel, the enterprise of Commodore Stoltz, is under way and will be opened in July. This is the first of the big hotels to be started in the North Carolina mountains and its construction calls for \$5,000,000. Hendersonville is but 17

miles from Chimney Rock, and the building of these great hotels and resort towns points to a double-tracked hard-surfaced boulevard connecting Hendersonville and Chimney Rock. There is already from Chimney Rock out through Hickory Nut Gap an excellent hard surface highway built by the State, to Asheville, so that the completed scheme has Chimney Rock, Hendersonville and Asheville, a famous triangle, connected by hard surface boulevards over which there is to be a mighty flow of tourist and resident travel.

By the coming of Spring things will have begun to "break" in this State at a rate that will duplicate the Florida boom—and Florida will supply an important part of the booster material. The flight from that State to the mountains of North Carolina is going to be of a character to astonish the people. Greater activity than has been yet imagined is due to be in evidence in the mountain regions next Summer.

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Spindale	8:10	2:30	Mayo	9:25	2:25 5:25
Forest City	7:00	8:20 2:40	Cherokee	9:35	2:40 5:40
Caroleen	7:15	8:35 2:55	Cliffside	10:00	3:15 6:00
Henrietta	7:25	8:45 3:05	Henrietta	10:10	3:25 6:10
Cliffside	7:35	8:55 3:15	Caroleen	10:15	3:35 6:20
Chesnee	8:00	9:20 3:40	Forest City	10:30	3:50 6:35
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