

Gen. Bowley Lays Cornerstone at Lake Lure

NORTH CAROLINA'S NEWEST AND MOST NOTED SCENIC TOWN NOW OFFICIALLY ON MAP

OVER THIRTY-FIVE HUNDRED PEOPLE PRESENT FOR MOMENTOUS OCCASION

South's Greatest Resort Enterprise On Way to Successful Consummation.

Chimney Rock, June 16.—The cornerstone dedication of the administration building opening North Carolina's newest town, Lake Lure, with General A. J. Bowley, of Fort Bragg, taking the leading part in the ceremony, was carried out with military pomp yesterday. Thirty-five hundred people by actual count passed into the grounds between 8 o'clock a. m., and 3 p. m. Automobiles were there bearing license tags from many distant states, and in the contest to determine who came from the longest distances were cars from Cuba, Bahamas, London, Lyons, France, and Honolulu, the latter winning, the present being a Lake Lure traveling bag.

Early in the morning automobiles began to crowd the Chimney Rock highway from both the Charlotte and Asheville end. By 10 o'clock the road was crowded and before noon three thousand people were listening to the United States Army brass band and wondering if they would be among the first 2,000 to get one of Jack Weaver's barbecue dinners. Word had gone out that Jack had prepared 2,000 servings and most everyone realized that there were more than that number present. Automobiles were parked all over the 30 acre field back of the Logan house and for half a mile along the state highway in either direction.

In order to save the day and feed all those present, vice president, Geo. Randel, instructed Mrs. Paul Holland, who operates the regular cafe on the executive office grounds to turn over the 500 dinners she had prepared to sell to regular customers to the overflow crowd, free of charge.

All the other hotels, including the Cliff Dwellers Inn were similarly opened for free service and before 3 o'clock all those present had been fed satisfactorily.

The scheduled program did not lag, because the brass band kept up the music and the artists appeared practically on time. While part of the crowd listened, the remainder of them devoted their time to the food and free soft drinks.

During the day, more than a hundred telegram congratulations came to Dr. Lucius B. Morse, who originally conceived the idea of founding Lake Lure as a national resort of magnitude to attract the attention of the whole world. On his desk reposed a huge basket of flowers the gift of his associates. Among these were telegrams from Miami, St. Petersburg, Atlanta, Charlotte, Greensboro, Raleigh, Winston-Salem, Marion, Lexington and numerous other cities. United States Senators Overman and Simmons, both sent mementos to be placed in the cornerstone. Ex-Secretary of the navy, Daniels, presented the Raleigh chamber of commerce with an autographed copy of his "Life of Woodrow Wilson," books. The mayors of over 20 cities sent things to be placed in the cornerstone. Copies of The Asheville Citizen, other dailies, and weeklies, which circulate in this section of Western North Carolina, were ready to be placed in the receptacle. The union masons, however, had not calculated on there being necessity for such a large receptacle, and had left only a small aperture to be sealed by General A. J. Bowley, with the Tiffany silver trowel. Only a few



DR. LUCIUS B. MORSE
The Man Whose Dream is Now Realized.

small trinkets could be placed therein officially, but before this cornerstone pillar is built any higher, the brick masons will arrange an opening in the same cornerstone and all of the bulky matter will be hermetically sealed after being enclosed in parchment papers.

The following are events of the athletic and field day program, together with the list of prize winners this feature of the program being under the direction of Miss Elizabeth Levie, of the Asheville public schools.

Boy's chariot race won by Blue Jay team of Asheville boys; flag race won by the red team of Asheville; open entry girls' basket ball throw for distance, entries 14 years old or under, won by Nancey Redfern, 52 feet, one inch; open entry boys' basket ball throw for distance, same age qualifications, won by Robert Jones, 74 feet, four inches.

These contests brought the winners handsome trophies in the form of useful prizes, appropriately marked. There followed an attractive lawn pageant by 12 Asheville school girls in an exhibition Levie drill that was well applauded.

Miss Margaret L'Engle, noted dancer, followed with an enjoyable Spanish dance in full costume, with Miss Edith Stebbins giving a delightful ballet dance.

Following the big barbecue which taxed to capacity the machinery set up by Jack Weaver upon the administration grounds. Samson Boss and Standing Deer, two braves from the Cherokee Indian reservation west of Asheville, gave an exhibition in archery at ranges of 50 and 60 feet, with Chief Samson Owl retired head of the tribe, and his grandson as interested spectators.

One of the highlights in the enjoyable program came when Miss Allie Norris Whitfield, child premier danseuse, and youngest member of the International Association of Master of Dancing, gave beautiful interpretations in dancing, ending with a spectacular head spin dance.

Other prizes awarded at the laying of the cornerstone were as follows: oldest person present, L. J. Ledbetter, aged 79, who participated in the flagraising on top of Chimney Rock in 1916, awarded a handsomely bound volume of Azure Lure; J. P. Edgerton, a blind citizen of Buncombe county, aged 75, who received a similar award.

Major Lawrence W. Young, of the U. S. Army, Honolulu, received a

handsome traveling bag for having traveled the greatest distance from his home to Lake Lure. Miss Elizabeth Levie directing the pageant drill, received the first official Lake Lure bathing suit.

Little Miss Virginia Milner, daughter of Willis J. Milner, Jr., was presented a souvenir doll for officially deciding that the prize of ten dollars in gold, offered by Dr. L. B. Morse, president, should go to Miss Helen Cabiness, of Shelby.

Throughout the events of the gala day at Lake Lure motion pictures were made, the film to be part of a motion picture reel to be given wide-spread showing.

Materialization of A Ten Million Dollar Dream

With the exercises Tuesday, the world witnessed the first materialization of a ten million dollar dream idea which came to Dr. Lucius B. Morse, upon the day he first visited Chimney Rock region, 25 years ago, and with great difficulty climbed to the top of that freak of nature.

As his sharp, alert eyes swept across the beautiful valley below, he visualized a great National Mountain lake pleasure resort, in a non-duplicatable setting. Today it is rapidly coming into existence upon the most stupendous and magnificent scale in the history of such developments.

From the summit of this giant monolith, even now of world-wide fame, Dr. Morse saw before him a beautiful valley of panoramic grandeur unmatched in all the world. Winding its turbulent way through the valley below was the Rocky Broad River, a charming mountain stream fed by rivulets from a hundred auxiliary sources in the mountains. Each of these meant added charm for a resort when once accessible to the public. Here was possible a scenic resort playground of incomparable beauty and magnitude where the charm of the water and the call of the hills are combined in perfect harmony. Upon the hillsides he pictured trails for hikers and horseback riders with smooth motor boulevards circling a great body of water, full of aquatic life and sports—charming and healthful. There were many eminences suitable for hotels, great rolling acres for golf and polo, and all the good things which make an appealing outdoor life and recreation.

Last but not least its location was ideal, for within 24 hours' ride there

are more than 50,000,000 people who should patronize such a resort. As a test, Dr. Morse built a motor road to the base of Chimney Rock. With only this one unit of the program in operation last year, 42,000 people paid a dollar each on this toll road. It is estimated that more than a million people will this year pass through this valley since State Highway No. 20 is in operation between Charlotte and Asheville, via Chimney Rock.

Dr. Morse's plans were approved by a group of the leading bankers and mill owners of Rutherford county and they joined with him in organizing a corporation to carry out the project, the present plans alone involving six million dollars. These men of vision and courage are devoting their money, energy and brains in a development now far past the experimental stage and well on to realization of success beyond the sanguine expectations of any of the courageous men who organized Chimney Rock Mountains, Inc., in November, 1923, to carry on this work. The vision of one man and the dynamic forces of his associates, coupled with the genius of renowned engineering talent is making Lake Lure a reality.

Some Accomplishments.

Acquired ninety farms, aggregating 8,500 acres, worth \$2,000,000.

Employed America's most talented development consultants.

Contracted for a \$750,000 dam to create Lake Lure.

Building six miles of hard paved highway on crest of mountains, to cost \$500,000.

Set aside \$3,000,000 for hotels and residence site improvements.

Paid \$600,000 for scenic attractions, for tourists and residents.

Building golf courses, playgrounds, bathing beaches, boat houses and mountain pathways; also beautifying the 40-mile shore line around Lake Lure.

Already the town site of Lake Lure is rising as if by magic. The roof of the first hotel is on; the first office building under way; a dozen store buildings will be ready soon; ornamental bridges and illuminated highway and streets are rapidly being placed; churches and community buildings under construction; the great dam rising to enormous height is half completed and soon the waters of Lake Lure will cover 1,500 acres and wash the sandy shores of the town site of Lake Lure, creating the most beautiful village in the United States, and in surrounding

WOMAN TAKES CAR; FLEES GAFFNEY

Chase Ends Near Kings Mountain When Car Gives Out of Gasoline.

Gaffney, June 11.—A woman automobile thief met grief at Kings Mountain, N. C., after having driven a stolen car from the Broad River bridge, four miles north of Gaffney, to the North Carolina town at top speed with Constable George McGraw, of Gaffney, in hot pursuit. The speeding stolen car threw one front and one rear tire during the chase and the gasoline supply gave out just as the machine reached Kings Mountain. The car was found abandoned in the road but the woman had disappeared in the darkness.

The woman arrived in Gaffney from Forest City, N. C., it is alleged with Sam Daniels of High Shoals, N. C., who was promptly arrested by local officers. A warrant was waiting here charging Daniels with deserting his wife and three children at High Shoals, according to officers who said other charges had been preferred against him at Forest City also. The woman had been living with Daniels as his wife at Forest City for several weeks, it was stated, and the couple fled from North Carolina when they learned officers were on their trail.

Wednesday night the woman was invited to go for a ride with three young Gaffney men. She accepted. The car was stopped at a filling station at the south end of the Broad River bridge when the occupants observed Sheriff Jesse G. Wright's official automobile approaching. The

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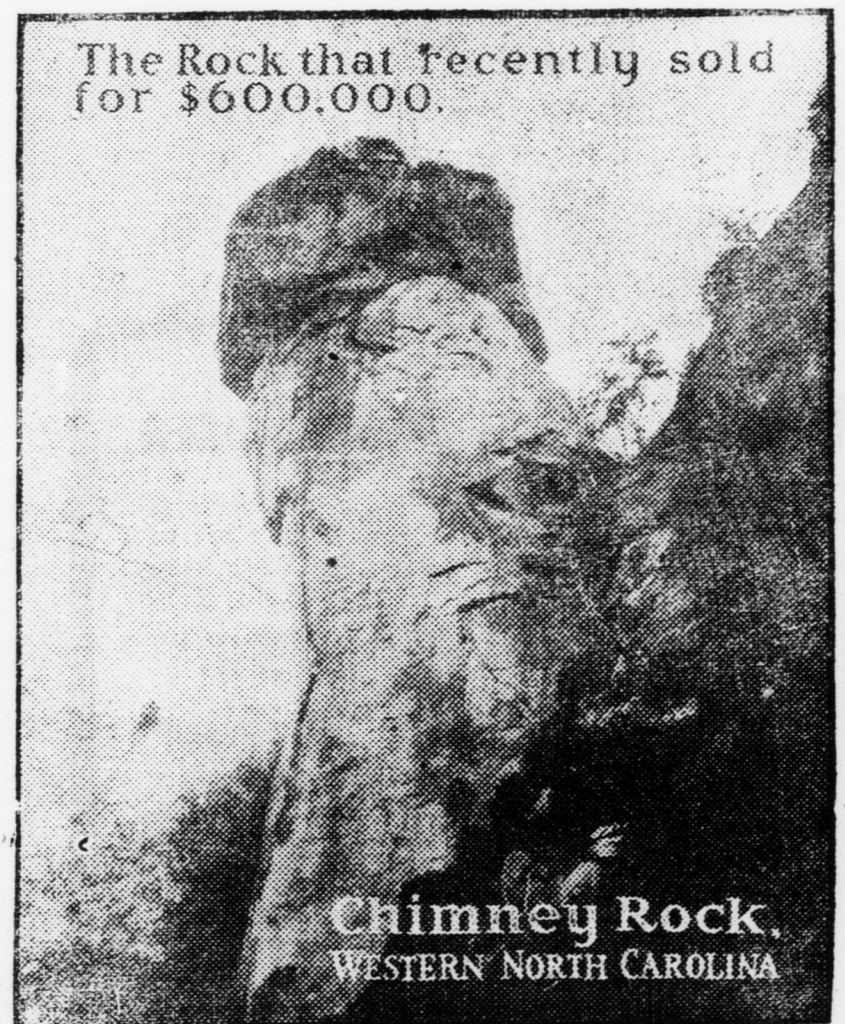
which are positively non-duplicatable in America. Two thousand people a day are visiting the property. When are you going to ride through the valley on the present highway which is to be covered by 100 feet of water? When the autumn leaves fall, it will be too late for this. Lake Lure will then be a reality. It will be a cherished and historical memory when in later years you glide over the same spot in glass bottomed observation boats, or cast your line in the crystal waters of Lake Lure, angling for the sporty mountain trout.



GEORGE A. RANDEL

As vice-president and director of real estate sales, Mr. Randel has charge of the active operations of the corporation which is developing the vast Lake Lure property. His broad knowledge and thorough understanding of the subject has enabled him to quickly grasp the problems which confront him. The rapid progress being made by the company is evidence of his foresighted business judgment. He has demonstrated the energy and initiative that has characterized his former successful real estate projects.

Prior to coming to Western North Carolina, Mr. Randel accomplished results in Cleveland, New York and Florida, which won for him a place at the head of modern developers.



The Rock that recently sold for \$600,000.

Chimney Rock,
WESTERN NORTH CAROLINA

The Chimney Rock region is a veritable picture land amid awe-inspiring scenery, softened by the exquisite verdure of the Southern Appalachians. World travelers have repeatedly commented upon the infinite variety of scenery which characterizes this country. Miles upon miles of precipices the highest east of the Rockies; falls of great height and beauty, and turbulent mountain streams and brooks surging in their downward course over rock-strewn beds.