

Opportunity's Empire--Waynesville Altitude 2,802 Feet--Unsurpassed Natural Resources For the Location of Manufacturing Industries

# THE WAYNESVILLE MOUNTAINEER

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## Local Interest In A. S. H. Show

### Expect Many Waynesville People to Join Motorcade Monday

### A. S. H. Signs to Be Erected

Next Monday morning, October 18th, at about nine o'clock, one of the largest and most representative auto-cades and pilgrimages ever to invade the South will arrive in Waynesville. It will be enroute for Atlanta, Ga., for the second annual convention of an International association. This organization is the Appalachian Scenic Highway Association, which has sponsored, fought for, and finally completed, The Appalachian Scenic Highway, which, as everyone knows, runs from "The St. Lawrence River to the Gulf of Mexico," and over which travel tens of thousands of automobiles yearly.

Waynesville is to have its representation. There will be a dozen automobiles, more or less, to represent Waynesville at this great meeting, which occurs in Atlanta Oct. 19th and 20th. There will also be Waynesville delegates, it is hoped, and these delegates will be recognized and will have the power to vote on plans, promote the interests of this town, and do everything within the power of a delegate.

At this two day meeting will be important and great men from other parts of the United States and Canada. They are the backbone of the A. S. H. which brings to the Southland the progress, the environment, and financial returns which have been so long in coming.

Logical reasons have always visualized the productive value of the South—its importance in relation to the rest of this country—and the tremendous possibilities of this huge quarter of the United States.

These wise men, foresighted prophets who are always amongst us, are joyous. They realize that at last their visualizations, their forecasts are coming true. They realize that at last, through the A. S. H., it is possible for them to expand, enlarge, take in more territory because of completion of "The Backbone of Eastern America," to wit, the Appalachian Scenic Highway.

To the laymen the A. S. H. is a strip of concrete somewhat longer than 2,200 miles, running from the North to the South.

To the wise man, the modern soothsayer, it means more people, a larger city, modernism, and profit. The A. S. H. lays wide the portals of progress to the tourist, the captain of industry, the banker, the schoolmaster and the student. It makes far richer the business man of any town, improves a town, because an asset instead of a "dirt road liability." Then, too, it tempts the workman, who with his family, hears of the construction of a great hotel, a great power project, or a tremendous factory. He, with his small bank account and his family, comes to that section to increase his earning capacity, to add to the community life of the town, village or city.

With the tourists comes either a resort center or an industry. With either of these comes the railroad, possibly a branch of a gigantic railroad, and with the railroad come other tourist possibilities or other industries. One thing to another. Interest the world in Waynesville and it is bound to grow in proportion to the created interest! The Appalachian Scenic Highway and its association act as a medium through which a town can be exploited. "Waynesville, N. C. on the A. S. H."

Prominent citizens of Waynesville have expressed a desire that the town be represented by a large local auto-cade, "Waynesville, atop Eastern America," should have representation!

Roscoe A. Marvel, who organized the A. S. H. and got it recognition, who fought for it, who gave everything that the South might benefit from this great project, is making an impassioned plea for representation for every section on the highway, from "The St. Lawrence River to the Gulf of Mexico."

It is important, he says, that every business man who is progressive should be morally and financially interested in such a huge project, a project which is daily proving itself to the towns through which it passes.

No organization, it is known, can exist without advertising. Advertising costs money. But advertising is not all. Moral support from business men all along A. S. H. is as important as the financial end of things, Mr. Marvel says.

Woodley C. Merritt and David Sanders Ballou, Field Secretary and Director of Publicity, who are to interview the prominent citizens of Waynesville this week, in an interview declared:

"No chain is stronger than its weakest link. We must have representation of Waynesville at Atlanta next Tuesday and Wednesday."

In a statement today, Mr. Merritt, Field Secretary and A. S. H. Organizer stated:

We need Waynesville's financial support—from the banker to the lowliest peanut vender. Without it we will not fail, but will be a longer time in our battle for the supremacy of the road for the tourist and his following."

David Sanders Ballou, Director of Field Publicity for the A. S. H., asserted:

"Waynesville needs more tourists. If she will join, heart and soul, in this tremendous project which is a forerunner of progress and material returns, she will benefit and grow as she has never before. The A. S. H. has opened Waynesville to the world. New vistas to conquer have been opened through this magnificent stretch of roadway which rivals the old Roman roads of Caesar, many of which remain and are none the worse for their centuries of use!

"With the opening up of an international highway, with some inducement for the tourist to come your way, where Waynesville has seen thousands of cars a year she will soon see tens of thousands. These cars—every one of them, spend twenty dollars a day on the road, according to government statistics. The average number of grown persons to a car is three. Think of the increased financial returns—think of the increased number of citizens per year—men and women, who, pleased with Waynesville and the opportunity afforded here, park their cars, rent or buy houses, roll up their sleeves, and interest themselves in this community. The A. S. H. is the greatest thing ever to have come into Waynesville's life," he concluded.

It became known today that two youthful officials of the A. S. H. will conduct their membership campaign with the aid of prominent city officials and business men of Waynesville. Committees will be formed to handle the Waynesville auto-cade, while other committees will aid in the membership drive for money to advertise the A. S. H. and Waynesville.

At the close of his interview with the Mountaineer editor, Mr. Merritt said: Within a very short time, probably not more than a few days, the A. S. H. signs, which have been in Waynesville for almost a year, will be erected that they may be of service to the city. Due to a misunderstanding between A. S. H. officials and Waynesville representatives, the signs have not erected, but, this misunderstanding having been cleared away, the signs will be immediately placed in conspicuous and advantageous places along the route."

Upon the completion of the erection of these signs, it is expected Waynesville will feel an increase in the winter tourist business, A. S. H. officials stated.

## A. S. H. Representatives Announce Plans For Ash Meet

### Merritt and Ballou Here, Tell Details of Convention—Waynesville to Have Delegates

The program for the Appalachian Scenic Highway second annual international convention, which is to occur at Atlanta, Ga., October 19th and 20th, has been formerly announced, according to Woodley C. Merritt, Field Secretary of the A. S. H., and David Sanders Ballou, Director of Field Publicity, who discussed the project with city officials and prominent business men today.

According to the two youthful officials, the program promises much in the way of important business, and also in the way of entertainment.

There will be two business sessions—the first in the automobile building at the Southeastern Fair grounds on Tuesday, October 19, after the delegates have been entertained with a big barbecue, and the second in the Ansley Hotel roof garden convention hall on Wednesday, October 20.

Barbecue is Feature  
Among the entertainment features will be the barbecue at Lakewood, the dinner at which Major John S. Cohen, president and editor of The Atlanta Journal, will entertain the delegates, Tuesday evening at the Piedmont Driving club, the automobile ride over the city Tuesday afternoon and the luncheon Wednesday at the Ansley Hotel at which the officers of the Georgia division of the Appalachian Scenic Highway association will entertain the national officers of other state divisions.

The motorcade, headed by President Roscoe A. Marvel, of the Appalachian Scenic Highway association, and other dignitaries, will leave Asheville Monday morning, October 18, at 7:30 o'clock. Local delegations will join the motorcade at Canton, Waynesville, Sylva, Dillsboro, Bryson City and Andrews. At Murphy, the tourists will be entertained at an elaborate luncheon by the citizens of that city and about 25 automobiles filled with delegates will join the motorcade at Murphy.

At Neel's gap, committees from Blairsville and Cleveland will jointly serve refreshments to the tourists and point out the wonderful view over Blood Mountain gorge. Local delegations will join the motorcade at Blairsville, Cleveland and Clermont. Monday night will be spent at Gainesville, where an elaborate entertainment is being planned for the tourists. Gainesville is the home of Henry H. Estes, the president of the Georgia division of the Appalachian Scenic Highway association.

Entertainment Features  
At Gainesville the party will be complimented with a street dance and carnival, which will be characterized by its colorful scenes, its confetti and its music. Gainesville will make the visit of the tourists a gala occasion. The motorcade will leave Gainesville Tuesday morning, October 19, at 8:30 o'clock, and will bring along a large number of cars bearing prominent citizens of Gainesville. Other delegations will join at Buford, Lawrenceville, Stone Mountain and Decatur will entertain the tourists for 30 minutes at Stone Mountain, where the great Confederate memorial is being carved by Augustus Lukeman. Refreshments will be served here by these committees and a lecturer will tell the tourists all about the Stone Mountain memorial.

An official car from the Atlanta Chamber of Commerce will meet the motorcade at Gainesville on Tuesday evening and escort it to Stone Mountain. A large number of welcome cars will go to Stone Mountain from Atlanta and Decatur to greet the tourists. Among them will be cars representing the mayor and councils of the cities of Atlanta and Decatur; the state highway board; the county commissioners of Fulton and DeKalb counties, the chambers of commerce of Atlanta and Decatur, the Atlanta Convention and Tourist bureau, the Atlanta Motor club, the Southeastern Fair association and various civic organizations.

After the tourists have refreshed themselves and have enjoyed the elaborate barbecue, Mayor Sims and Chairman Paul Etheridge, of the board of county commissioners, will deliver welcome addresses to be responded to by President Roscoe A. Marvel, of the Appalachian Scenic Highway association, and E. M. Tierney, of Binghamton, N. Y., as noted speaker and one of the county's outstanding advocates of improved highways. Music for the barbecue and meeting at Lakewood will be furnished by the Atlanta police band.

Drive Over City  
From Lakewood a squad of motorcycle police of the Atlanta police department will escort the tourists on an automobile ride over the city. First they will go to Grand park where they will view the great cyclorama, then they will drive to the Girls' High school, thence to Druid Hills, Emory university, Ponce de Leon avenue, Piedmont park, Oglethorpe university, and back to the Ansley hotel via West Peachtree street.

It is anticipated that the tourists will get to the Ansley by 5 o'clock and will have from 5 to 8 to themselves. At 8 o'clock they will attend the dinner to be given at the Piedmont Driving club by Mayor John S. Cohen, president and editor of The Atlanta Journal. Two or three addresses will be delivered at this dinner by distinguished speakers who will be announced later, there will be a number of entertainment features and the proceeding will be broadcasted to the world by WSB's broadness. The Atlanta radio broadcasting station. The business session Wednesday morning will open at 10 o'clock and will be held on the Ansley roof garden. General business will be transacted, new officers will be elected, next year's convention city will be selected, plans for the great motorcade will be made, and a hearing will be held on the claims of those towns and cities south of Atlanta who desire that the route of the Appalachian Scenic Highway pass through their borders. After the adjournment of this business session the Georgia division will entertain the national officers, the officers of other state divisions at a luncheon at the Ansley.



Woodley C. Merritt (left) A. S. H. Field Secretary and David Sanders Ballou (right) Director of Field Publicity, who are here to get Waynesville's representation at the second annual convention at Atlanta next week.

### EPISCOPAL CHURCH CHANGES HOUR OF EVENING SERVICES

Commencing next Sunday night, October 17th, Evensong in Grace Episcopal church will be held at 7:30 p. m., thirty minutes earlier than the summer schedule.

The Rector, Rev. Albert New, will preach at this service, also at 11 a. m.

At the Bible Class in the Parish House at 10 a. m. the Hon. C. R. Thomas will speak on "Early Heresies in the Christian Church."

The Sacrament of the Holy Communion will be administered at 8 a. m.

Everybody is most cordially invited to all these services.

### ELLISON'S STORE OFFERS CHOICE BARGAINS IN A HUNDRED WAYS.

As a dispenser of bargains, Ellison's store fills a place in the home of every resident of Waynesville. By its great variety of merchandise and splendid values offered, Mr. Ellison has helped cut down the high cost of living. He has already proved, during his short time here, an invaluable friend to the housekeeper and the mother ever needing ready made frocks both for themselves and the children. In house dresses, millinery, accessories and especially in shoes, Mr. Ellison cannot be surpassed for bargains in all Waynesville.

Ellison's store is headquarters for the visitors to town and the folks just naturally like to trade at this store where hospitality and a real hearty welcome awaits each and everyone. No matter how small the purchase special attention is given to each patron.

Now that school days are here and occupy the attention of the young folks, Ellison's will be found the best place to replenish the articles so necessary in every day wearing apparel.

Mr. Ellison is a very progressive merchant and one of the most consistent advertisers in Waynesville. His coming to Waynesville has put new life into the mercantile business and has a tendency to keep much money at home.

### T. H. KUYKENDALL MOVED

Mr. T. H. Kuykendall, who has formerly been in business with his father, Mr. J. H. Kuykendall on East street, has set up a plumbing business in the old John Smith shop on Church street. Mr. Kuykendall has an up-to-date shop and ample room to carry on his extensive business. He is the salesman for all modern plumbing fixtures.

### MILLER BROTHERS DOING SPLENDID BUSINESS

Miller Brothers grocery store on Main street is perhaps the most up-to-date in Waynesville. They carry a most up-to-date stock of pure food canned goods, fresh fruits and vegetables. Their staple and fancy groceries are undoubtedly the finest in our city.

This grocery store has served faithfully and well the large list of patrons who have come to depend on it for their provisions and necessities in the grocery line. They have given years in unselfish endeavor for the betterment of Waynesville, and for the best service to their friends and customers throughout Waynesville township.

### KENMORE HOTEL BEING REMODELED.

The Kenmore Hotel, one of Waynesville's most popular hotels, is being extensively remodeled.

This hotel is located on Main street and has a splendid representation among the traveling public.



Typical specimen of concrete bridge construction on A. S. H. near Waynesville.

### MR. H. H. GARNER DIES.

After an illness of several months H. H. Garner, a prominent farmer of the Pigeon Valley section, passed away at his home there, on October 6. Mr. Garner was sixty-five years of age and had lived for most of his life in Haywood county. He had been identified with the public affairs of the county as a member of the Board of County Commissioners and of his local school board. He leaves a wife, one son, and an only brother, C. L. Garner of Macon county.

### CIVIC LEAGUE MEETING

The Civic League will meet with Mrs. Rufus L. Allen on Friday afternoon, October fifteenth.

### NEAR EAST RELIEF

A few more old clothes are needed to fill out a barrel which I am trying to get off to the Near East Relief. If anyone has any discarded clothes in reasonably good condition and is willing to donate them to this cause I shall be glad to get them as soon as possible. S. R. CROCKETT.