

IF SAM HAS NO MIRACLE MEN EMPLOYED IN POSTAL SERVICE BUT STEADY CONCEITIOUS WORKERS

Generally Careless in Addressing Mail Making Much Useless For Department Clerks. Can Be Easily Corrected If Proper Precautions are Taken by Business Men.

It is generally accepted that branch of the postal service functioning it is not nearly enough to pay the annual toll for support of the "Nixie".

A "Nixie" is a letter or parcel so improperly addressed that it can neither be delivered to the addressee nor returned to the sender without special treatment. This special treatment costs the Post Office Department or the tax payer in the final analysis, approximately \$1,740,000 every year.

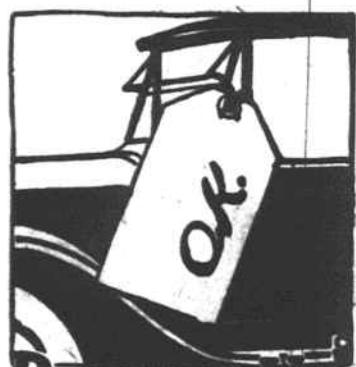
How Nickname Originated
The French have been popularly dubbed "frogs" on account of the fact that the armorial bearings of the French flags originally contained three frogs, later changed to fleurs-de-lis.

Gilbert C. White Co.
CONSULTING ENGINEERS
WATERWORKS POWER PLANTS STREETS
DURHAM, N. C.

Save Clothing Bills

Send us your dyeing, Cleaning and Hat repairing work, Straws and Felts cleaned & reblocked. Quick and efficient service. Postage paid one way.

NEW WAY LAUNDRY
Hendersonville N. C.



Ready to Use

STOP! If your car needs water, air, gas, a new tire, tube, or other repairs. Our garage, conveniently located to travelers on the Highway, is equipped to supply every need. Your car will be turned over to you in short order "READY TO USE."

BISHOP'S GARAGE
Phone 33
LANDRUM, S. C.

Carolina's Energy, Money and Brains Making Lake Lure!

WHEN you hear of any undertaking so big as LAKE LURE, 1,500 acres, with its vast enveloping resort country, 8,000 acres, the financial and construction problems involved make you inquire, "Who are the men behind?" The Carolinas may be proud that after looking over the best talent in the U. S. A., several Carolina men have been selected to project the Lake Lure program—Mees & Mees, Hydro-Electric Engineers, who designed the massive Lake Lure dam; Dunavant-Gunter Co., and the E. H. Clement Co., its contractors—all of Charlotte.

Hundreds of Carolina men and women are financially interested in the developing company. The directors are all Carolina men with extensive interests in Carolina enterprises. The very names of the directors and the industries they have made successful (given below) are guaranties of solid responsibility and good faith at any bank in the Carolinas.

Officers and Directors:

F. PICKENS BACON, Director

President Southern Mercantile Co., Tryon, N. C.; Bank of Tryon, Tryon, N. C. Owner Tryon Hand Weavers, Tryon, N. C.

DR. M. H. BIGGS, Director

Rutherford Hospital, Rutherfordton, N. C.

CHARLES C. BLANTON, Director

President First National Bank, Shelby, N. C.; Union Trust Company, Shelby, N. C.

J. A. CARROLL, Gaffney, S. C., Director

President Carroll-Syers Company; Limestone Mills; Carroll Grocery Company; O. P. C. Stores. Vice-Pres. First National Bank. Director American State Bank; Gaffney Manufacturing Co.; Hamrick, Broad River, Muggrove, Alma Mills, and others. Trustee Limestone College.

FRANK COXE, Director

Director Groves Stone and Sand Co., Asheville, N. C. Secretary Campbell-Coxe Co., Asheville, N. C. Director Fisher, Cox & Patterson, Asheville, N. C.

M. O. DICKERSON, Jr., Director

Sec.-Treas. Roseland Spinning Mills, Lincolnton, N. C. Director Hampton Lumber Company, Tallbottom, Ga.

B. B. DOGGETT, Director

President Farmers Bank & Trust Co., Forest City, N. C. Owner Ford Agency, Forest City, Hargett and Mooresville, N. C. President Doggett Lumber Company, Cottonwood, Ala. Director Smith-Thomas Lumber Co., Seale, Ala.; Johns-Carroll Lumber Co., Hartsboro, Ala.; Rutherford County Tel. Co., Forest City, N. C.; Stonecutter Mills, Spindale, N. C.; Spindale Mills, Spindale, N. C.; Spencer Mills, Spindale, N. C.; The Elmoro Co., Spindale, N. C.; Clover Mills Co., Clover, S. C.

E. W. EWBANK, Director

President Citizens National Bank, Hendersonville, N. C.

S. E. ELMORE, Secretary

Vice-Pres. and Treasurer The Elmoro Co., Spindale, N. C. Treasurer Spinners Processing Co., Spindale, N. C. Vice-Pres. Spencer Mills Company, Spindale, N. C.; Vice-Pres. and Director The Spindale Mills, Spindale, N. C.; Vice-Pres. Stonecutter Mills Co., Spindale, N. C. Director The Commercial Bank, Rutherfordton, N. C.; Chimney Rock Trust Co., Chimney Rock, N. C.

DR. L. V. LEE, Director

Vice-Pres. Farmers Bank & Trust Co., Forest City, N. C.; Union Trust Co., Shelby, N. C.

WILLIS J. MILNER, Jr., Vice-President

Director of Sales and Publicity, Chimney Rock Mountains, Inc.

DR. LUCIUS B. MORSE, President

Vice-Pres. Director Chimney Rock Trust Company, Chimney Rock, N. C.; Dixie Highway Association.

T. F. OATES, Director

Cashier Commercial Bank, Rutherfordton, N. C.; Treasurer Hampton Lumber Company, Tallbottom, Ga.

KENNETH S. TANNER, Vice-President

Treasurer Spindale, Spencer, and Stonecutter Mills; Director American Trust Company, Charlotte, N. C.; President Commercial Bank, Rutherfordton, N. C.

WALTER P. TAYLOR, Director

President Citizens Lumber Company, Asheville, N. C.; First Realty Company, Asheville, N. C. Vice-President Blue Ridge Building and Loan Association, Asheville, N. C.

H. O. THOMAS, Director

Sec.-Treas. Forest City Motor Co., Forest City, N. C.; Director Trout-Wilkie Lumber Co., Wallaceville, N. C.

J. H. THOMAS, Treasurer

President Chimney Rock Trust Co., Chimney Rock, N. C.; Vice-Pres. Farmers Bank & Trust Co., Forest City, N. C.; Treasurer Hargett Mills, Carolina, N. C.; President Forest City Motor Co., Forest City, N. C.; Spindale Mills, Spindale, N. C.; Director Stonecutter Mills Co., Spindale, N. C.; President Smith-Thomas Lumber Co., Seale, Ala.; Director Johns-Carroll Lumber Co., Hartsboro, Ala.; Vice-Pres. Doggett Lumber Co., Cottonwood, Ala.; Director Clover Mills Co., Clover, S. C.



Dr. Lucius B. Morse, Pres.,
Chimney Rock Mountains, Inc., Developer of Chimney Rock and originator of Lake Lure, who says that the creation of Lake Lure is the culmination of 20 years planning.



Curtis A. Mees,
of Mees & Mees, Hydro-Electric engineers, designers of Lake Lure, who estimates that the power needs of the development will be 8,000,000 k. w. hours within five years.



Hickory Nut Falls
Takes a sheer plunge of 400 feet from Chimney Rock Mountain, and a total descent of 1,800 feet to join the Rocky Broad River.



Famous Chimney Rock
at head of Lake Lure. The company has an advantageous option on this scenic attraction. 43,000 persons paid \$1.00 each to ascend it last year.

"High Spots" of LAKE LURE

- (1) Hydro-electric power at dam, 13,500,000 k. w. hours already sold, under a ten-year contract, with level of Lake Lure permanently guaranteed.
- (2) Four thousand five hundred acres of lake front and lake view lands, bought by the company at farm acreage prices and saleable at resort real estate prices, including town sites.
- (3) Recreation, resort and amusement concessions,—hotels, golf, tennis, bathing, boating, fishing, transportation, riding, etc., to yield constant revenue to owning company.

Lake Lure's Lures

- (1) CLIMATE—Range of altitude on company's property from 1,000 to 3,000 feet—in "Thermal Belt," entirely free from dew and frost, with low relative humidity, absence of fog and with light, bracing air. Small variation of average monthly temperatures, but high daily range and high sun and shade variations. An extremely healthful and invigorating climate.
- (2) SCENERY—Precipices, Canyons, Mountains, Lakes and Piedmont Plain—Hickory Nut Falls, a 400-foot drop—Chimney Rock, America's most spectacular monolith—Hickory Nut Gap—Rocky Broad Canyon—famous Scenic Highways—Bat Cave—Bottomless Pools—Devil's Head—Coves of Lake Lure—greatest cliff formations east of the Rockies—all joys to the sightseer, artist and photographer.
- (3) ACCESSIBILITY—Pass of the westbound trail since the days of De Soto, now North Carolina State Highway, Route 20, mountains to the sea, mostly hard paved, within 24 hours travel of 70,000,000 people, 24 miles from Asheville and 3 hours from Charlotte.



PANORAMA OF LAKE LURE AS IT WILL APPEAR WHEN COMPLETED

CHIMNEY ROCK MOUNTAINS, Inc.

MAIL this coupon for FREE VIEW BOOK of Lake Lure

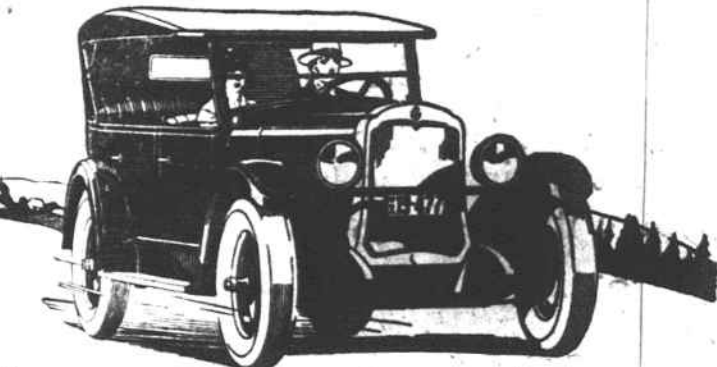
Chimney Rock Mountains, Inc.

Send my book to

Name _____
Address _____



Here is a car that will serve you for years!



Think what's back of it! Not only Oldsmobile's wide experience and extensive manufacturing facilities—but all of the purchasing and engineering resources of General Motors, too!

You will instantly recognize and admire this car's superior beauty. Driving it—you will realize even more quickly its superior performance.

And because General Motors can buy the best of everything at the lowest prices—your money cannot buy similar quality and performance elsewhere!

Touring \$390. Coach \$1075. f. o. b. Lansing, plus tax.

G. R. LITTLE, Agent
Saluda, N. C.

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Six
PRODUCT OF GENERAL MOTORS

Chimney Rock Mountains Inc.,
Chamber of Commerce Bldg., Asheville, North Carolina