

Will Spend \$3,000,000 To Boost W. N. Car.

Great Work At Lake Lure Moving Fast

DEVELOPERS WILL ADVERTISE W. N. C.

Geo. P. Johansen Name President of New Organization

More than \$3,000,000 will be spent on an intensive advertising campaign to proclaim the attractions of Western North Carolina to the world...

George P. Johansen, general sales manager of Stradley Mountain Park, has been elected president of the association...

Reports of committees on a construction, salesmen and sales commissions, advertising, publicity and transportation were made to the association...

The by-laws committee, composed of C. N. Sapp of Wildacres, chairman, Harry W. Hoff, general sales director...

New Street In Sight

FOR TRYON

Mr. Keiser, general superintendent, Mr. Killian, construction department, and Mr. McManey, division superintendent...

Mr. Brownlee has offered the city ground with the understanding that the city is to make the necessary improvements after the work of grading has been finished...

With the addition of this new street which will, in all probabilities, eventually become another business thoroughfare, Tryon will soon take on the appearance of a real resort center...

LADY CHIMUN



Lady Surma Mar Chimun, princess regent of the ancient Assyrian nation, who is in this country in the interest of the Assyrian and Iraq Christian Relief committee.

COLUMBUS ENJOYING GREAT PROSPERITY WAVE

The town of Columbus is enjoying a great era of prosperity just at this time. The new cotton mills are running full time and has orders enough to keep busy for many months to come...

Blanton & Greene have possibly done more recently to advertise that section than any other firm, and through their efforts great results have been gained.

SPANISH COURT

Spanish Court, the new apartment house being erected by Crandalls, Inc., is fast nearing completion, and many of the apartments have already been rented.

This new structure when completed will be one of the best pieces of architecture in Tryon, and will compare favorably with many in the larger cities.

It is hoped to have the building ready for occupancy in time to entertain some of the summer tourists.

COUNTRY CLUB ESTABLISHMENTS POPULAR

The Country Club Estates, located on the highway just a whisper from Hendersonville, is gaining popularity unprecedented in the realty history of Western North Carolina.

Sales Directors Well Known Over Entire Southern Territory.

N. D. Suttles & Company, who have the distinction of selling many millions of dollars' worth of property in the Sunshine State, have charge of the selling of this lovely subdivision...

GREENS CREEK SECTION IS IN PROSPEROUS STATE

Great Strides In Community Noted

Things over in Green's Creek Township look good. The township's headquarters is Passion, N. C., where the new postoffice is located.

Green's Creek One of the Best Farming Sections in Entire County.

Green's Creek Township boasts of having about the most prosperous farming sections in the entire county. Here you will find large plantations where real results are obtained, and where work seems a pleasure.

A Church Going Crowd in Green's Creek Township.

Good people? Well, we should smile. Think of thirteen Churches and eight Sunday Schools in one township—more than many sections can boast of and, besides, we are well informed that they have the best percentage of attendance in the entire county...

A State Accredited High School, Located at Passion, the Center.

The community enjoys a good High School that is second to none in the county, and always has a large attendance.

BLANTON & GREENE SPECIALIZES IN ACREAGE

Blanton & Greene of Columbus, N. C., announce this week with a full page ad in this week's issue of the offering of a large selection of valuable Western North Carolina Real Estate.

Firm Well Known in This Section Made Numbers of Important Deals in Western North Carolina.

This firm needs no introduction to the public, having operated in this territory for some time. They have closed numbers of deals involving thousands of dollars and have been a great factor in the progress of development in this mountain region.

Competent Sales Force in Charge of This Organization.

Blanton & Greene maintain a great selling organization composed of men of wide experience in this line of work. The firm believes in an abundance of publicity and are always on the job in the boosting the great advantages that await the investor and homeseeker who are greatly interested in Western North Carolina.

Up to Date Offices Maintained at Columbus, the County Seat.

This concern has recently completed a modern office in Columbus and extend a special invitation to investors to come and inspect their files of private and exclusive listings which are one of the largest collections in this country.

BUSES KEPT BUSY

Many of the developments are bringing in bus loads of sightseeing people to inspect the various properties that are offered for sale in Tryon and many trips for the balance of the summer are to be made here from the various towns in North and South Carolina.

Good Set of Business Men Located in Township.

No community can thrive without a good representation of sound business men, and that is just what you will find all over the Township.

MERRICK ENGINEERING FORCE GET CONTRACT WORK ON EAGLECREST TRACT

H. M. Jackson and R. W. Mapherry of Hendersonville, N. C., who recently purchased the Eaglecrest tract located one and one-half miles from Hendersonville, N. C., on the old Asheville highway, have given the Merrick Engineering Service of Tryon the contract for the engineering work to be done on this tract of land.

NEW TRYON CAFE MOST READY FOR OPENING

The new Tryon Cafe is getting things in shape preparatory to the opening of the new establishment, which will be welcomed here with open hands. The new cafe is being fitted up in big city fashion, and when ready for the public a large patronage is expected.

PRICES SALE BEGINS THURSDAY

C. T. Price is making great preparations for the opening of his first semi-annual sale of furniture. Mr. Price states that they will be reductions on every article in the house, and the event will be looked forward to with much interest to the housewife.

To Give the People a Sale in the Heart of the Season.

Mr. Price said his idea was to give the purchasers of their home needs a chance to buy now while the season was at its best. Many useful articles for the porches and lawns will be featured in this event, and the management states that the reductions will be worth while for the shrewd shoppers to take advantage of.

Tryon Store Has Grown in Sales and Popularity.

The Tryon store has grown by leaps and bounds, and has far exceeded the expectations of the owner. They recently moved into a new store on Trade street, which will compare favorably with the furniture stores of larger towns.

BIG LAKE READY

To Accomodate Bathers In This Section

The management of Lynch's Lake announce that the lake and its facilities are now open for the use of Tryonites who have signified their intention of using the excellent watering place and its equipment the forthcoming summer by becoming members in the organization which is to operate it this season.

Now that the hot days are here, all roads will lead to Lynch's Lake, and they're good roads now and will be kept so even when the rainy season, which is not now in evidence, will be with us.

DIXON WILL SPEAK AT ANNUAL MERCHANTS MEET

Thomas Dixon, famous author and lecturer, will make the principal address at the annual meeting of the Asheville Merchants' Association at 6:30 o'clock Thursday evening at the Battery Park hotel.

WEATHER

For North Carolina: Partly cloudy tonight; probably showers in extreme north portion; not much change in temperature; moderate shifting winds.

P. T. A. MEETING IN TRYON

The annual meeting of the Tryon P. T. A. was held at the schoolhouse May 17 at 3:15. The report of the various committees for the past year's work showed the association was steadily progressing in its effort to help the school in many ways.

Johnny Beckman, famous forward of the original Celtics, a wandering basket-ball team of New York, gets \$12,000 for his winter's play

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SIR CHUNIHAL MEHTA



Sir Chunihal Mehta, the new finance minister of the Bombay government has inaugurated the dry movement in the Bombay presidency.

THIS WEEK

- FARM NEWS. COUNTY NEWS. SOCIETY NEWS. WEATHER REPORTS. ILLUSTRATED FASHIONS. SPORTING COMMENTS. WEEKLY CARTOONS. FEATURE STORIES. WEEKLY COMICS. CHURCH NEWS. STATE NEWS.

WEATHER

For North Carolina: Partly cloudy tonight; probably showers in extreme north portion; not much change in temperature; moderate shifting winds.

Huge Advertising Program Waged to Acquaint People With Advantages.

An advertising campaign is being waged on a large scale, and today this Mountain City is attracting the attention of people in every section who have the utmost confidence that when completed it will be the Mecca for thousands of tourists and homeseekers.

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GIGANTIC PROJECT THERE

Spending \$6,000,000 In Improvements

The construction work now going on at Lake Lure is starting the entire country. It is the fulfillment of a \$6,000,000 program. The Lake Lure estate is a massive project comprising 8,500 acres, or twelve and one-half square miles.

Lake to Be One of the Largest in Entire Country.

The large lake when completed will be one of the largest in the entire country. It will cover 1,500 acres of land and miles of shore lines with scenery in the background that is marvelous. The shores will be covered with lovely homes and all kinds of sports, and diversions can be enjoyed.

Thousands of Sightseers Through This Section Daily.

Thousands of people daily visit the site of operations in this section and rub their eyes in amazement at the great amount of construction that is going on. It really is one of the beginning of a city in itself.

Program Outlined by Dr. L. B. Morse Who is Responsible for Its Success.

This are a recreational program was outlined by Dr. L. B. Morse, who has labored for many years to accomplish the making of this great city, and it is today considered one of the greatest developments in the entire country. Owing to the massiveness of this project, many months more will be required to complete the program that has been mapped out for Lake Lure.

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