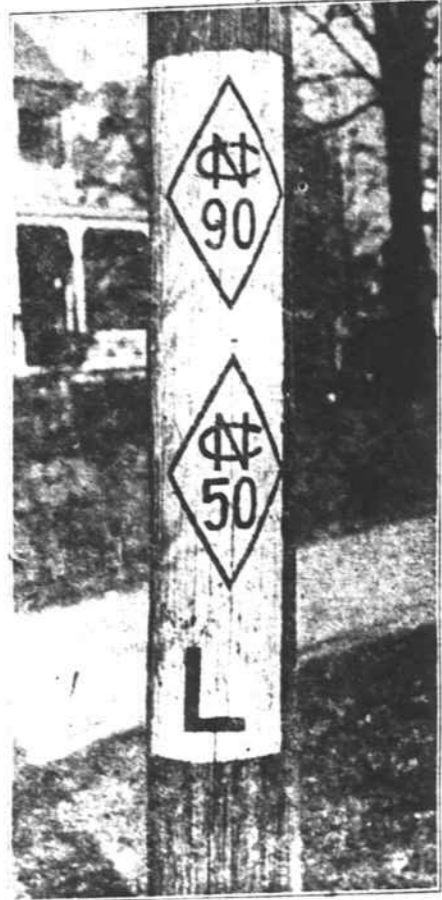
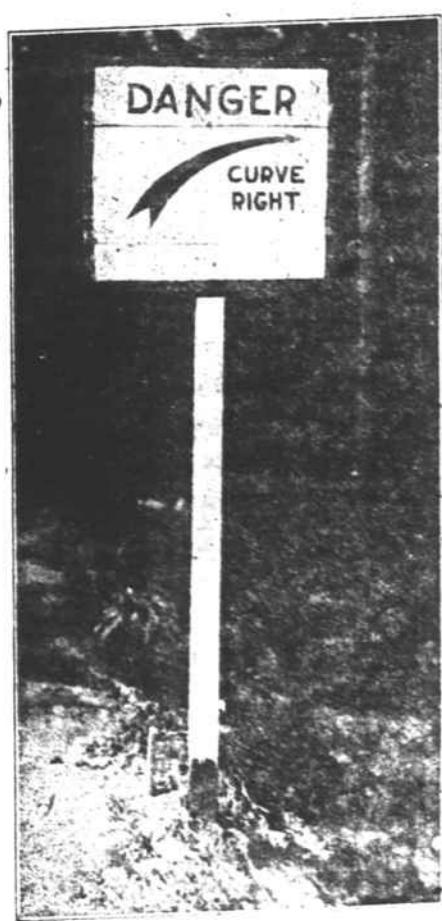
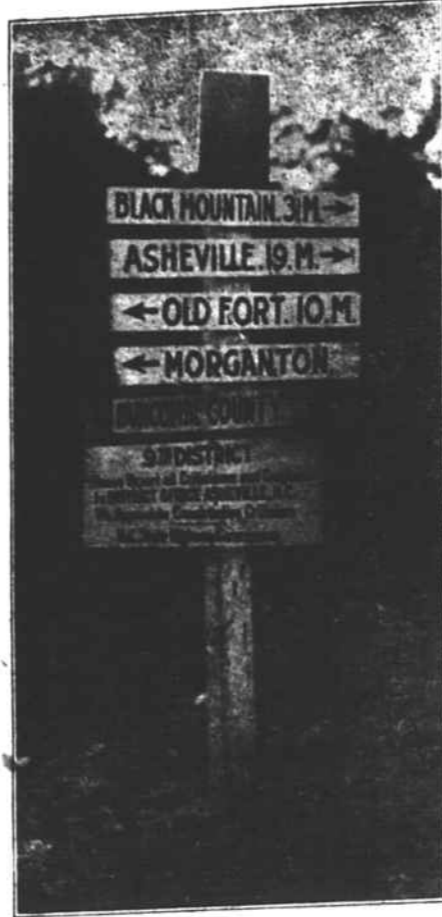


The Real Truth about Western North Carolina



N. C. ROAD MARKERS



BRIDGE OVER FRENCH BROAD

The truth about Western North Carolina is as revealing in the wealth of its splendor as the magic of the morning sun across the far-flung vistas of her mountain ranges. The glimmer and glint of gold have been mixed with the sparkling sunshine that bathes her lofty peaks, to unfold to the world a wondrous tale of scenic splendor and glorious opportunity that defies the feeble power of man-made words.

Locked in the rugged fastness of the Blue Ridge for years the beauty the charm and the unsurpassed life giving qualities of this land of the sky were unhonored and unsung save by the comparatively few who had there found life, and a three-fold joy of living.

Catches the Nation's Eye

Today Western North Carolina has caught the eye of the nation. Thousands have come to see — to stay, to work and to play in a land where opportunity is limited only by the limitations of men. Under the touch of an industrial revolution that has lifted North Carolina and development and under the stimulus of a prosperity reaped from the mountain sides, Western North Carolina has come into its own. The former handicap of inadequate transportation facilities has been swept aside by the building of North Carolina's nationally known highway system and by greatly improved railway service. The trackless expanse of the mountains has been pierced by a network of beautiful highways, which not only afford comfort and safety to the traveler, but spread before the eye a glorious panorama whose grandeur is unrivaled in America.

Wealth of Resources

Western North Carolina is not only a land of dreams, but of dreams come true. It is an immense reality already achieved. The solidity of its economic structure rests upon its fertile farms, the prodigious harvest of its orchards, the wealth of its mineral resources, the diversity and importance of its manufacturing industry, the abundance of water and electric power and its thoroughly developed spirit of business enterprise.

Western North Carolina, long famed for its ideal climate, abounds in a wealth of mountain scenery ranging from the rugged splendor of the towering ranges, to the more softly etched contours of the foothills and fertile valleys, rising into the blue mists of swimming clouds and disappearing into the emerald sheen of mountain lakes. The tourist finds that highway and trail have opened for him a traveler's paradise. The highways wind enchantingly through mountain gorges, across the plateaus and down again to the lowlands, unfolding a picture that beggars description.

Healthy Climate

The health giving climate of Western North Carolina, which has been one of the most important factors in the development of this favored

section, shows an annual mean temperature of approximately 55 degrees with an average temperature for the warmest months of from 65 to 78 degrees, and for the coldest months of 31 to 41 degrees. These moderate temperatures are combined with a relative low humidity and a comparatively even distribution of precipitation. The mere recital of such statistics for, however, carries but little idea of the "feel" of the mountain air. There is a zest, an sparkle, an ozone of the Blue Ridge that must be experienced to be realized. The tonic effects of Western North Carolina are too well known to need elaboration. Thousands of people have found health here who were denied it in other sections.

Wonderful Future

The future of Western North Carolina will be built upon the solid foundation of great natural resources that underlie the present development. The wonderful climate, with mild but invigorating winters, delightful summer days and cool summer nights, the streams and forest clad mountains presenting an ever changing panorama of beauty with the varying seasons, makes this an ideal place to live throughout the year.

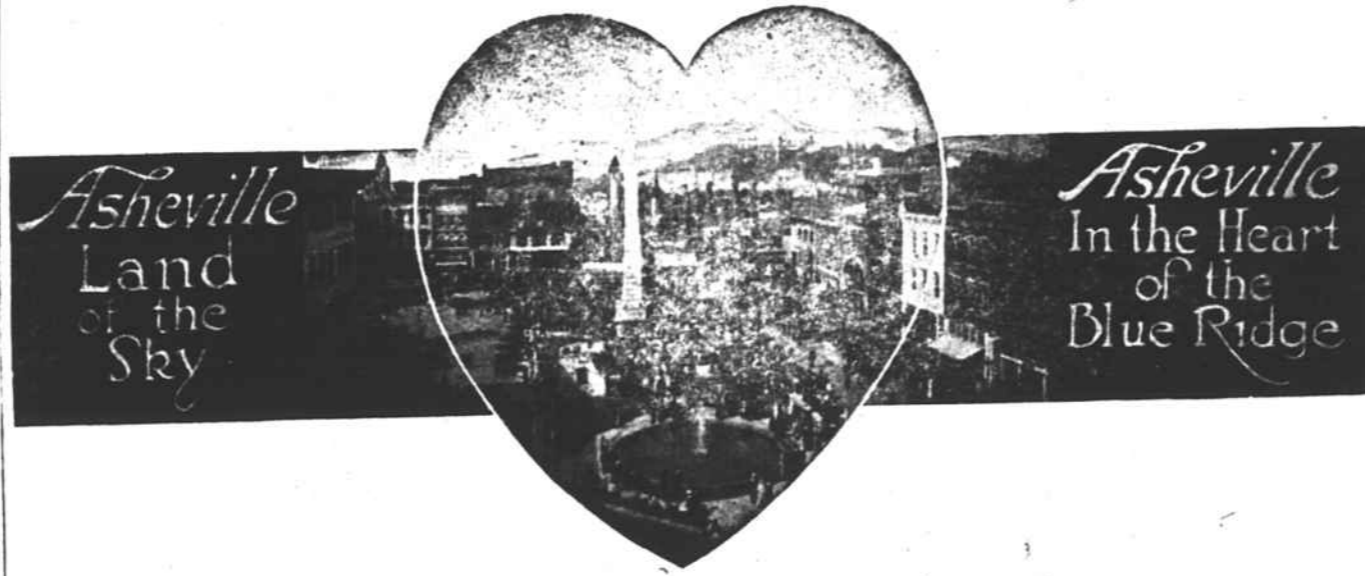
Known as a health and pleasure resort, attracting a constantly increasing number of tourists. An immense volume of effective advertising is being used to carry the story of the mountain lands to people in all parts of the United States, who have learned that this is a delightful region to visit at any season. The motorist, the camper, the hunter, the fisherman, the golf player now know that this is an outdoor land 365 days in the year. Hundreds of tourists have been converted into permanent residents and their number is being swelled every year by pleasure seekers who find the mountains the ideal home site.

Great Influx of Visitors

The coming summer promises a greater influx of outside capital than has occurred in the past, and not only from Florida, but all parts of the United States. People everywhere are talking Western North Carolina, and right now, on the streets, in the homes, in the shops, in the offices, and in the schools, other cities, that the great opportunities for investments in Western North Carolina are the main topics of conversation.

From all reports, the whole country is Carolina bound, as it has been California bound and Florida bound and the millions of dollars which Florida has invested will be many times multiplied in the coming months.

The opportunities in Western North Carolina are unsurpassed. The mild year-round climate, the wonderful scenic beauties which abound in the section coupled with the magnificent developments which have been completed or are in the process of construction have made it truly a "Land of Promise."



For years past, it has been an accepted fact that the mountain regions are delightful in summer but absolutely snow-bound when winter comes. This is not the case, for while many of the higher peaks are covered with snow for weeks at a time, the towns are so located that a moderate climate exists throughout the year.

And there is nothing more beautiful than the mountains, which visitors have been accustomed to seeing covered with the luxuriant forest growth, mountain shrubs and flowers in the summer with their summits capped with snow, and all the glorious waterfalls and rock formations revealed through the absence of the thick foliage of the warmer months.

The millions which have been in-

vested in Western North Carolina have been spent by men of vision, who have heard the message of the gems hidden in the great mountain sides, who have sensed the potential power of the many streams which dash through the valleys who have stood on the peaks and viewed the land and pronounced it good.

These millions are but a forerunner of what is to be. Western North Carolina has barely been touched by the mighty hand of development, and the summer of 1926 has told the

story of progress that now seems unbelievable. New development companies are being organized by the dozen, and every day's paper carries a list of additional charters issued to groups of men who propose to develop certain sections of Western North Carolina. There is scarcely a group mentioned that does not contain the name or names of men of high financial standing in Florida, men who have taken the marshes and coastal plains of that beautiful State and magnificence.

Great Mountain Slopes

The same capital and the same brains will carry on and complete the miracle which has already begun in Western North Carolina, and a few short months will see this

and valleys and with recreational possibilities that are not exceeded anywhere in the United States. This beauty of scenery, combined with the wonderful climate, the opportunities for the investor and the home-seeker, are making this section the focus of thousands of people who seek greater opportunity and at the same time a greater share of the pleasures of life.

Throughout Western North Carolina there are many mountains that are unique in appearance, of wondrous and majestic beauty. Among these are Mount Mitchell, the highest peak east of the Rockies, reaching 5,711 feet toward the sky; Grandfather Mountain, taking its name from its remarkable profile; Chimney Rock, which guards the entrance to the Broad River gorge; Bald

and all of these mountains will delight the visitor.

Vast Capital Invested

Western North Carolina, as a whole, contains more than 6,000 square miles of beautiful mountain scenery. There are 64 mountain peaks more than 3,000 feet above sea level and this wonderful region can be reached in 24 hours' travel by 6,000,000 people.

The golf lover will find in this mountain land, a number of courses which not only test the skill of his game, but where he may play in a setting of beauty that will enhance his love of the pastime.

Miles of Scenic Grandeur

Western North Carolina has no natural lakes. Many artificial lakes that are being constructed, usually in connection with water power development, not only add greatly to the mountain scenery, but makes a strong appeal to the lovers of fishing and hunting. There are now 20 lakes ranging in size from one acre to 7,000 acres, and still others are in process of construction. Certain lakes will be of sufficient size for sail boats, and all can be used for canoeing, rowing and small gasoline launches. These lakes, in time, will attract ducks and other wild fowl, thus making Western North Carolina a mecca for the followers of this type of hunting.

Some of the more prominent lakes are Lake James, in Burke and McDowell Counties; Lake Summit, in Henderson County; Lake Fairfield, and Sapphire, in Jackson County; Lake Junaluska, in Haywood County, and Linville Lake, in Avery County. The smaller lakes, Highland, Laurel and Kanuga, in Henderson County and Beaver Lake, in Lucombe County, are also very attractive.

Wonderful Development

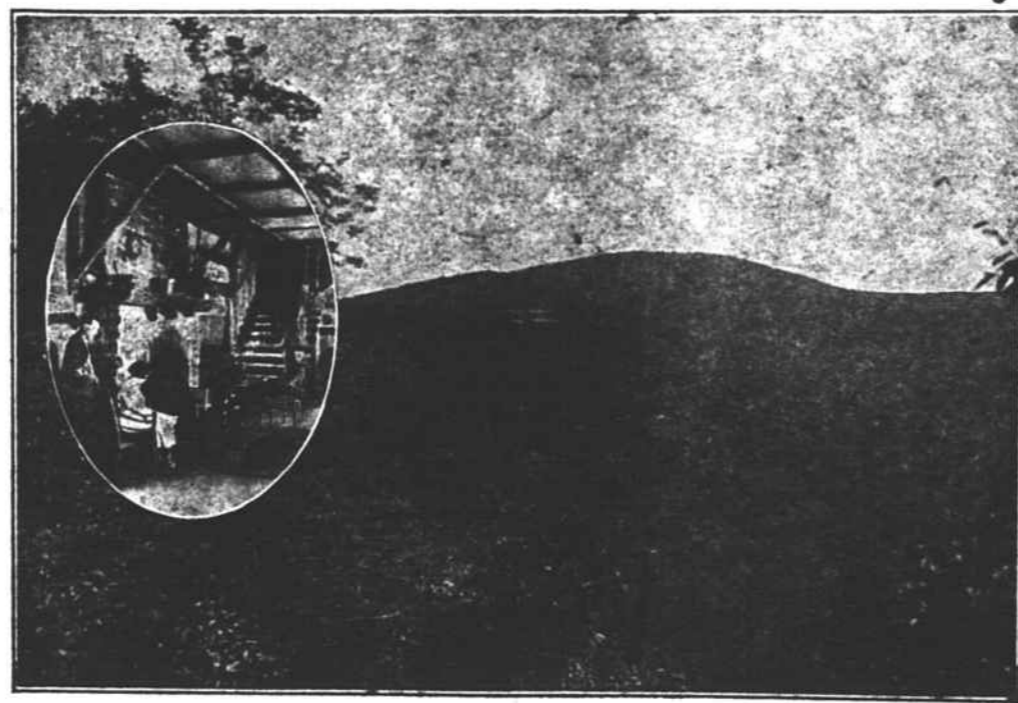
The surveys that have been made on the several counties of Western North Carolina show that there is an opportunity of developing and constructing many lakes varying in area from a few hundred acres to 20,000 acres or more in some instances these lakes will become the means of transportation and boat lines will be used in transporting freight and passengers from one point to another. There is, therefore, a very great potential wealth in lakes.

If we are to derive the greatest economic benefit from these lakes, great care must be exercised in clearing for them, that the shore line and bottom of the lake will always be in first-class condition, regardless of depth of water.

There are more than 1,000 miles of beautiful trout streams in Western North Carolina which afford delight to the angler, and these streams well stocked with speckled and rainbow trout will undoubtedly offer some of the finest trout fishing to be found in the country. It is expected that the North Carolina General Assembly of 1926 will pass the necessary legislation to patrol the streams and protect the fish.

Investment Possibilities

The rapid growth in Florida's real estate values has astounded the country. Florida's record was made possible because it has something everyone seeks—a delightful climate.



MT. PISGAH INN

work wellnuer way. The vast amount of raw material which abounds in the mountains will greatly facilitate their undertakings, and almost overnight cities will spring up in the foothills and mountain recesses.

The wonderful system of paved roads makes all these spots easily accessible, and the National Parks and Forests Reservations will preserve for all time the magnificent natural beauty of Western North Carolina. It is a time when dreams are coming true an engineering feats together with the ideals of men of vision and the tremendous amount of capital invested are bringing about their realization.

With a lavish hand, nature has endowed Western North Carolina with natural beauty, both in mountains

Mountain, which rises almost out of Lake Fairfield; Caesar's Head and Whiteside Mountains, whose cliffs are almost one thousand feet high, and Mount Kephart and other peaks of the Great Smoky Mountains, a ridge over 30 miles above sea level at every point. Roaring Gap and Blowing Rock, with their commanding views over the Piedmont, Mount Pisgah, which stands at the Pisgah National Forest, one of the most wonderful and accessible recreational centers in the country; Linville, Jonas Ridge and Shortoff Mountains bounding the Linville gorge, which is 15 miles long and which presents one of the widest bits of scenery in the East, and many other wonderful peaks, such as Craggy, Sunset, Syuga and the Balsams. Any

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Scenes in Pisgah National Forest & Game Preserve

These Photo's Present Charming W. N. C. Views



Asheville Land of the Sky

The Rock House