## The One wh Forgot



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## EASTER ...

IS JUST AROUND THE CORNER

possibly the most beautiful, most comsembled.

Shapes were never prettie; nor more becoming Large brims, close fitting brims, are shown in both Don't worry about the $\$ 1.95$
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## This Triangle is

 the Center of Real Estate activity in Western North Carolinactivities in Western North Carolina have already attracted nation-wide attentio en and money are coming in for turning people, away day. Many hotels that wer asion from Florida and other points South will be unprecedented. The vanguar has already come. Real estate transfers in Buncombe, Henderson and Rutherford ounties, breaking old records every week, define the Asheville-Hendersonville

Buyers Demand Water
While new development projects are being announced every day, Lake Lure is and will remain the one resort of first magnitude-largest-most comprehensive in he developments of Florida, so will Lake Lure continue to rank first among developments in the Land of the Sky. The investor has shown a preference for water, and
Lake Lure, with to miles of shores, will have the only considerable water area. And

## Lake Will Appear This Fall

far, Lake Lure can be traced onf by its water line - definitely marked by the completed clearing away of trees and shrubs. The great dam is to be completed in
he fall. Water will be accumulated by late summer. Rut Lake Lure Business Center is plotted, and its first hotel, the Isothermal, is under construction Contracts have isploted, and tisfirst hotel. the lsothermal, is under construction. Contracts have
been let for community building. Three beautiful concrete arch highway bridges
are being built. The new State Highwav No. 20, along higher levels, will son be com pletely graded. The first golf course has been started.
Luremont section, bordering Lake Lure Business Center, will shortly be mapped. An army of surveyors is on the job.
arlor car motor coaches are being constructed. Before summer, they will be bring oont Section and Chimney Rock.


ChimneyRockMountains.lıc.

