

# Nation-Wide Publicity Planned for Section

## SMOKY PARK WILL PROVIDE ATTRACTIONS

Other Tours Agencies Are Following Lead of American Express

Definite indications of a nationwide interest in the Great Smoky Mountains National Park, and in Asheville and vicinity, during 1934, were given this week as arrangements were completed for a specialized tourist service into this city and vicinity, and into the park.

Following close upon completion of a program by the American Express company travel bureau, in cooperation with the Pennsylvania and Southern railway systems and the Red Top Cab company, to conduct tours into the park starting early next spring, has come information that other large tours agencies are planning to make similar arrangements.

Thomas Cook & Sons—Wagons—Lits Company, have written from their main offices in New York, for all available information concerning Asheville and vicinity and the national park, with a view to organizing travel tours into this area next year. The West Side Trust company, travel department, located in Newark, N. J., and the Gillespie Kinsport & Baird company of New York have also written for preliminary information, with a view to organizing tours into the park and vicinity.

### Plans Publicity

Asheville, Western North Carolina, and the Smoky Mountains Park, will receive nationwide publicity as a result of the decision of the American Express Company, travel bureau, to feature these tours next spring and summer. Orders have been given, it was announced here this week, for the publication of 1,000,000 pieces of literature describing the tours into Asheville and the park. A half million pieces will be printed at once and circulation will be started through the 60 main offices and 16,000 ticket agencies of the company, it was announced.

The American Express Company bureau will arrange for three, five, and nine-day trips into the Smoky Park. One price will cover all expenses including transportation by railroad to Asheville, bus trips from Asheville, hotel and incidentals during the tour.

### Asheville Conference

Details for the tours were completed in Asheville this week during conferences attended by R. W. Towle, vice-president of the American Express company; S. W. Holland, traffic manager, and T. F. Fetscher, southern division traffic manager. Representing the Southern railway were Frank L. Jenkins, of Washington, general traffic manager; E. N. Aiken, of Atlanta, assistant passenger traffic manager, and H. F. Cary of Cincinnati, assistant traffic manager. W. F. Bridgers represented the Red Top Taxi Company, in the conferences and arrangements.

While the principal objective of the American Express company travel bureau will be for organized tours starting next spring, they will proceed immediately

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## Music Study Is Being Taken by 160 in Schools

Plans are being made to form a band and orchestra at each of the two high schools in the city, and also to combine all the musicians into a large orchestra and large band, Joseph D. DeNardo, music director in the city schools, said yesterday.

A total of 160 boys and girls in the two high schools are enrolled in instrumental music for band and orchestra, Mr. DeNardo said. A little over one-half of these are at the Hall Fletcher high school in West Asheville, the remainder being at the David Millard high school on Oak street.

## Junior League To Enlarge Scope Of Baby Home

Plans for enlarging the scope of activities of the Asheville Junior League, in connection with operation of the baby home at Grace, are well under way, officers of the organization report.

The new matron is a graduate nurse, and expects to qualify as a registered nurse by taking the state examination.

The home has taken nine temporary care babies and has two others for adoption.

Decision to carry on the work upon an extended scale was reached after consultation was had with representatives of welfare organizations of the city, who reported unanimously that the home is an absolute necessity in the community.

The League is looking forward to a visit from Miss Stebbins, A.J.L.A. field worker, and from Mrs. Howard, regional director.

The organization issues a monthly publication, "Mountain Echoes," which is nearing the end of its third year.

## LIFE SPAN HAS BEEN EXTENDED

BRIDGEPORT, N. J.—People live longer nowadays than they used to, in the opinion of Mrs. Elizabeth Brooks, who recently celebrated her hundredth birthday.

"Years ago people lived to the ripe old age of 60," she said, "but look at them today. Why, almost everybody lives to be much older."

with development of tours this fall. The latter campaign however will be chiefly centered in the eastern states.

## Wounded Chancellor



Recovering from wounds received when an attempt was made to assassinate him, Chancellor Engelbert Dollfuss, of Austria, is pictured in bed at his home in Vienna. He was shot in the arm and chest by a 22-year-old ex-soldier who had pretended to hand him a petition.

## Casualty After Strike Riot



One of the victims of the strike riot at the Spang-Chalfant steel mill in Ambridge, Pa., shown being carried to hospital by armed deputies following the clash between strike pickets and steel mill workers in which one man was shot and several injured with stones and clubs. NRA officials professed confidence that the troubles would be ironed out shortly.

## First Commercial Flying Venture

In Asheville Took Place In

1919; Rides Cost \$15-\$25

The popularity attained by commercial flying in Asheville during the past several weeks, serves to recall the first venture of this character made in Asheville.

Back in 1919, Henry Westall, home from war service in the U. S. army aviation service, brought a Canadian Jenny biplane to the city, and for several weeks made commercial flights from Beavertown valley.

That was long before Lake View Park had been developed, and the basin now filled with Beaver Lake was then known as Baird's Bottom. It was from this bottom land that Mr. Westall took off with his plane.

The machine was a two-seater, army training plane, equipped with a Curtiss OX-5 motor. The engine was of the V-8 type, developing 90 horse power. It was not difficult to obtain passengers at \$15 and \$25 per flight, although those accompanying the pilot were of the most intrepid type. Not a single serious accident occurred during these flights, and neither pilot nor passengers sustained any injuries.

Mr. Westall recalled some of his experiences back in those "pioneer aviation days." From Asheville the plane was taken to Greensboro. One day three men came to the field. Neither had seen a plane take-off and land. Finally they persuaded one of their number to take a ride but the prospect had only \$5. The dilemma was solved when each of his companions dug up a similar amount. Scared within an inch of his life, but with a look of grim determination on his face, the tyro climbed into the cockpit and returned with a tale to be handed down to his succeeding generations.

In those days it was impossible to buy an American army plane, Mr. Westall said, and a special permit to fly had to be obtained from the government. Mr. Westall secured an international pilot's license, purchased the Canadian training plane and launched into the flying business on a commercial basis. Some of those old Curtiss motors are still being used successfully, Mr. Westall said.

## Luncheon Clubs

May Join In Trip Into Smoky Park

Plans are being worked out for a tour of the Great Smoky Mountains National Park by members of all the civic luncheon clubs of the city early in the fall. The Civitan club, at their meeting last Wednesday, proposed that other clubs join in the tour, which would be terminated with a joint meeting in Asheville. The Chamber of Commerce has been asked to arrange for the trip and meeting.

## HEARING ON PARK LANDS TO BE HELD

Ravensford Case Will Be Tried Before Judge Cowper

A step toward completing acquisition of land for the Great Smoky Mountains National Park is expected to be taken with conclusion of the trial of a condemnation proceeding involving the lands of the Ravensford Lumber Company. A special term of the Buncombe county superior court has been set, to begin on October 30. Judge Cowper will preside.

The trial is the result of appeals taken both by the North Carolina Park Commission and the owners of the Ravensford tract, on the award of \$975,000 fixed by a jury of award several months ago. The park commission has taken the view that the award is excessive, while the owners contend that it represents about half the real value of the acreage.

When the Ravensford tract is acquired, all of the land on the North Carolina side will have been purchased. The state park commission still owes \$300,000 for the lands of the Suncrest Lumber Company and \$30,000 for the Byrd lands. Although the federal appropriation legislation is somewhat involved, members of the state park commission believe that funds will be available for completion of the purchase.

On the Tennessee side several small tracts remain to be purchased.

When a minimum of 427,000 acres have been tendered and accepted, the National Park Service will proceed with complete development of the park.

During 1932 more than 300,000 persons visited the park area. It is believed that this figure will be considerably exceeded during 1933.

### ANCIENT TROLLEY CAR

BRISTOL, Conn.—After 38 years of faithful service, the first trolley car operated by the Bristol Traction Company has been retired. The car, mounted on special wheels, was towed by a truck to Lake Compounce, to be set up permanently.

## HILL'S MARKET

Extends to you

A Hearty

Welcome to Asheville

If you are a visitor to "The Land of the Sky" we sincerely hope that your sojourn will be extremely pleasant and that you get the same genuine enjoyment from your visit which we get 365 days each year.

If you contemplate making Asheville your permanent home, may we congratulate you upon having selected so delightful a place in which to live. Too, we extend to you the facilities of Hill's; a superior Market where you may secure not only the choicest cuts of selected meats but under the same roof, associated with us, is Moore's Better Foods for the best vegetables, fruits and grain.

Also the Virginia Fish Market where you may place your order for full food requirements and be assured of the best products obtainable.

129-131 COLLEGE STREET

Phones 5461-5462-1774-1775-2296